

Ethical Paper Guide



Is your paper ethical?

Using this Ethical Paper Guide, you can be confident that you're choosing an ethical and sustainable product when you purchase copy paper for your home or office.

The responsible choice is to avoid Reflex® papers and use paper products that are native forest-free, 100% post-consumer recycled and FSC® certified.



Muru® 100% Recycled

FSC® certified
100% post-consumer recycled
Supply Nation® certified
Available in A4
80GSM / 150CIE



J.Burrows® Premium 100% Recycled

FSC® certified
100% post-consumer recycled
Available in A4
80GSM / 150CIE



COS® 100% Recycled

FSC® certified
100% post-consumer recycled
Available in A3 & A4
80GSM / 150CIE



WINC® 100% Recycled

FSC® certified
100% post-consumer recycled
Available in A4
80GSM / 150CIE



Cultural Choice® 100% Recycled

FSC® certified
100% post-consumer recycled
Supply Nation® certified
Available in A3 & A4
80GSM / 150CIE



Canon® OCE Recycled Zero

FSC® certified
100% post-consumer recycled
Available in A4
80GSM / 150CIE



Nallawilli® 100% Recycled Laser Paper

FSC® certified
100% post-consumer recycled
Supply Nation® certified
Available in A4
80GSM / 150CIE

What's wrong with Reflex®?

Reflex® paper is produced by Opal® (formerly named Australian Paper®), a company which continues to source fibre for its paper and packaging products from the logging of Victoria's Critically Endangered native forests. These forests grow on the lands of the Bunurong/Boon Wurrung, Gunaikurnai, Taungurung, and Wurundjeri people. This logging drives wildlife to extinction, threatens our drinking water supplies and undermines Australia's efforts to mitigate climate change.

The legality of this logging is consistently before the courts and the state government logging agency, VicForests®, is still without credentialled FSC® Full Forest Management certification.

Every purchase of an unsustainable paper product originating from Victoria's native forests perpetuates these problems, and brings reputational risk for your organisation.

Ethical Paper is:

1. 100% post-consumer recycled
2. Free from native forest wood
3. FSC® certified
(must carry the FSC® Recycled logo on the packaging)
4. Not solely PEFC® or Responsible Wood® certified

How will it benefit my business or organisation to avoid Reflex® papers and switch to using Ethical Paper?

People, businesses and organisations are making the switch to sustainable products as, right around the world, we become increasingly aware of the impacts of our purchasing choices. By avoiding Reflex®, switching to using a recommended Ethical Paper, and—if you choose to—by signing the Ethical Paper Pledge, you demonstrate your commitment to socially and environmentally responsible supply chains.

What about the paper manufacturing industry?

Paper manufacturing in Australia can become a sustainable industry when the transition to plantations and recycled fibre is completed.

Transitioning to plantations will maintain the industry—which is running out of wood because native forests have been over-logged, badly managed, and burnt in bushfires. Purchasing a recommended Ethical Paper product supports the best future for the industry.

How can we sign the Ethical Paper Pledge?

Pledge your support for a sustainable paper industry in Australia by signing the Ethical Paper Pledge at ethicalpaper.com.au

Updated September 2020

For more information please visit
www.ethicalpaper.com.au

© Copyright 2020
The Wilderness Society Victoria Inc
ABN 50 199 624 393
Consumer Affairs Victoria
registration number A0048100P

The Wilderness Society and Ethical Paper acknowledge the Traditional Custodians of the forests known as the Mountain Ash ecosystem, including the Bunurong/Boon Wurrung, Gunaikurnai, Taungurung and Wurundjeri people.

