

**FOR IMMEDIATE RELEASE**



## **ECOLOGO™ RELEASES LEADING GREEN PAPER STANDARD** *Cascades Achieves First Revised EcoLogo Paper Products Certification*

**TORONTO April 7, 2011** – The EcoLogo Program, one of North America’s most recognizable eco-labels, announced today that it has awarded the first certification to Cascades Fine Papers’ Rolland Enviro100 against its recently revised Paper Products Standard.

“The EcoLogo Program has been working diligently on the revision of its Paper Products Standard, ensuring it goes beyond single aspects such as recycled content to cover multiple environmental impacts,” says Dr. Angela Griffiths, Executive Director of the EcoLogo Program. “We congratulate Cascades on their recertification against this updated standard and for demonstrating leadership in protecting environmental and human health.”

The Rolland Enviro100 family of products with 100 per cent post-consumer fiber has been designed to have the smallest environmental footprint. This high quality paper is suited for various office needs, as well as for commercial and digital printing and book publishing. Manufactured in Canada, the fibers are de-inked without the use of chlorine and the paper is made using renewable biogas energy. Water consumption and air emissions from the Rolland mill are one the lowest in the industry. After passing the independent, third-party audit component of the EcoLogo Program, Rolland Enviro100 products received certification.

“The holistic approach taken by EcoLogo is perfectly in line with Cascades’ vision. In order to be truly environmental, all aspects of the paper production that have an impact must be considered and reduced,” comments Julie Loyer, Communication and Sustainable Development Manager for Cascades Specialty Products Group.

EcoLogo’s Paper Products Standard was developed using a multi-parameter approach that identifies the most important environmental indicators from all stages of the product’s life cycle. This standard includes all printing, office and fine papers. Newsprint is also included.

This standard has been developed to identify the top overall environmental performers on the market. The criteria allow for a flexible approach to reducing the burden of paper production. The reduced potential impacts on the environment can include: lower noxious emissions to water; lower wastewater discharge levels; higher recycled content; lower amounts of solid waste; a lower potential contribution to acid rain and climate change; reduced energy use, and the adoption of best forestry practices and habitat conservation.

The multi-attribute approach applied in EcoLogo’s Paper Standard builds on and extends programs that focus on single attributes such as forest management or recycled content to ensure a broader perspective on environmentally preferable products. As part of certification, the EcoLogo Program will require additional product disclosure (e.g., for forest management, whitening methods, and recycled content).

For more information about EcoLogo's newly revised standard, visit [www.ecologo.org](http://www.ecologo.org), click on "Our Standards" and choose CCD-077 for Paper Products.

**About Cascades Fine Papers Group:**

A member of the Specialty Products Group, Cascades Fine Papers Group, located in Saint-Jérôme (QC), is a leader in the manufacturing of ecological fine papers and security papers in Canada. Conscious of the environment, the Group uses 50% and 100% recycled fibres in its products and continuously makes efforts to reduce its ecological footprint on the planet.

**About EcoLogo™:**

EcoLogo is a third-party, multi-attribute eco-labeling program approved by the Global Ecolabelling Network, an international association of eco-labeling programs, as meeting the ISO 14024 standard. Originally formed in 1988 by the Canadian Federal Government and now managed by TerraChoice, EcoLogo is now one of the most recognizable eco-labels in North America. EcoLogo is a Government of Canada official mark used under license from Environment Canada. TerraChoice is not an agent of Environment Canada. In 2010, The Program became part of the UL global network, significantly expanding its reach as a leading certifier of the world's most sustainable products. For more information, visit [www.ecologo.org](http://www.ecologo.org).

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