



Environmental impact from white paper

A presentation by



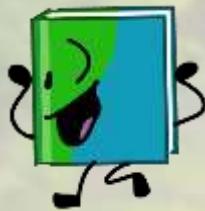
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Prelude



People need paper products
and the planet needs
Sustainability



In the coming years paper mills
will produce over
billions of tons of paper
leading to adverse
Environmental Impact



Great efforts are required now to
protect our planet
Unless we wish to forsake it for a
Toxic Legacy

Issues



- ◆ Paper production has several negative effects on the environment collectively called **paper pollution**.
- ◆ Paper industry worldwide is the **5th largest** consumer for energy & **1st largest** consumer for water.
- ◆ Besides contributing heavily to deforestation, Pulp mills
- ◆ Discarded paper waste, the major component of landfill sites accounts up to **35% of solid waste**.

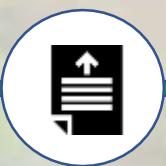
At a glance



Regular Paper vs Ethical Paper

<u>Resources</u>	<u>1 ton Virgin Paper (Executive Bond)</u>	<u>1 ton Regular Copier Paper</u>	<u>1 ton Ethical Paper</u>	<u>Environmental Savings</u>
Trees	17-24	8-14	0	100%
Energy	1,200 Units	1,200 Units	275 Units	77%
Water	28,000 litres	28,000 litres	1,000 litres	94%
Greenhouse gases	2,540 Kgs	2,540 Kgs	559 Kgs	78%
Solid Waste	900 Kgs	900 Kgs	400 Kgs	55%

Deforestation



Worldwide consumption of paper has risen by **400%** in the past 40 years.



Up to **40% of harvested trees** are being used for the manufacture of paper.



Wood obtained from plantation forests or monoculture, damages the **fragile ecosystem**.

Recycled Paper mitigates this impact | Ethical Paper's manufacturing process saves trees

Air Pollution



Paper mills emit NO₂, SO₂and CO₂.



NO₂and SO₂are major contributors of acid rain.



CO₂is a greenhouse gas responsible for climate change.



Recycled Paper mitigates this impact | **Ethical Paper's** manufacturing process has **negligible emission levels**

Water Pollution



Wastewater discharged from paper mills contains **solids, nutrients** and dissolved **organic matter**.



Chlorine used in bleaching the pulp **contaminates** fresh water bodies such as **lakes** and **rivers**.



Paper mills release alcohol, chelating agents, chlorates and **transition metal compounds**.



Recycled Paper mitigates this impact | **Ethical Paper's** manufacturing process saves **94% of fresh water**

Land Pollution



Waste from paper and paper-based products.



Paper waste supplements the additional hazard of toxic inks, dyes and polymers.



Paper waste can get carcinogenic when combined with groundwater, through landfills.

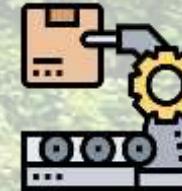


Recycled Paper mitigates this impact | **Ethical Paper** is made by **recycling the waste diverted to landfills**

Energy



More energy is used during manufacturing, transporting and processing paper waste.



Paper Mills require **phenomenal energy** to convert wood into paper products.

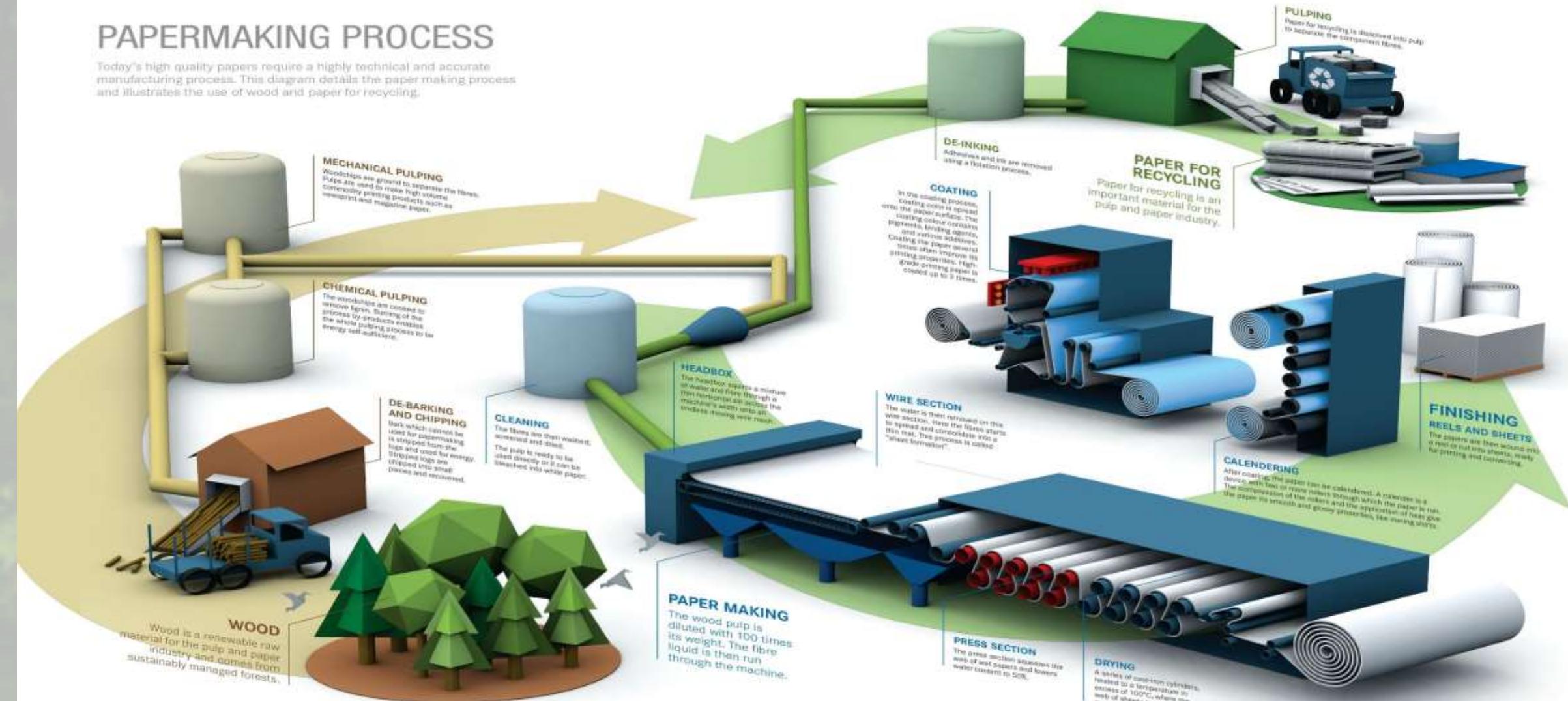


In sum, such colossal usage adds on to the **environmental**

Recycled Paper mitigates this impact | **Ethical Paper** manufacturing process **saves 77% of energy**.

PAPERMAKING PROCESS

Today's high quality papers require a highly technical and accurate manufacturing process. This diagram details the paper making process and illustrates the use of wood and paper for recycling.



Top 5 industries that consume a lot of paper

1. **Logistics:** People working in this industry greatly depend on shipment information. From ordering, delivering and receiving of the goods, they need all the necessary documents involved in the process. documents such as, shipping documents (dispatcher, receiver, status of goods); proof of delivery of critical goods; proof of receipt, employee documents (new hires); training documents and customs-related and supply chain requirements.
2. **Healthcare:** In this industry, not only hospitals, clinics and health centre's use patient information but also pharmaceutical companies that manufacture and distribute the meds for their patients or clients. When it comes to the approval of manufacturing and distributing, those meds have to be registered and checked for product safety and compliance at regulatory agencies and that means loads of data and printing of physical paper are needed.
3. **Government:** All processes of government organizations need a lot of paperwork. Every document is to be forwarded, revised and sent for approval a lot of times before a decision is finally reached.
4. **Education:** There's always records of the students, from enrolment to graduation. Even for the employees of the institution, their tenure have records. HR forms, student transcripts/records, state education standards compliance documents and curriculum records.
5. **Accounting:** Client orders, supplier invoices, credit notes, delivery receipts, payroll and HR documents and client feedback are mostly printed and stored.

The Solution

- Recycled paper across all grades considerably **reduces** energy, solid waste, toxins, water & air **pollution**.
- Using Recycled paper protects forests, resets ecosystems and recreates a **sustainable environment**.
- Deploy a **paper management plan**, avoid needless printing, replace virgin paper with recycled paper.



Ethical Paper | You can make the difference and **save the planet**



Practical Use of Ethical Paper

- Has a multitude of benefits from an environmental perspective.
- A viable eco-friendly alternative to virgin paper that can be used in real-time.
- Versatile for photocopiers, laser/inkjet printers and offset or sheet fed printers.
- Over 15 paper products in 50+ SKUs gives you the option of using Ethical Paper right away.



About Ethical Paper



- ◆ India's foremost brand of **recycled and eco-friendly paper**.
- ◆ **Marginal increase** in price as **compared** to conventional white paper
- ◆ An entire range of customisable **recycled paper, boards** and paper products.
- ◆ Manufactured in compliance to the principles of environmental sustainability and conservation.
- ◆ Made from 100% used paper, Chlorine & Heavy Metal Free, pH Neutral and Renewable ± 5 Times.
- ◆ Endorsed by United Nations Environment Program, Green Peace and World Wildlife Fund.

The only notable difference is that the paper is not bright and white, since it is not bleached and slightly dull in appearance. You make a strong statement of being environment friendly.



The Promoter



Ethical Paper is a passion for Suresh Tota, an engineer by education, an entrepreneur by action and an environmental crusader by heart.



All through his 21 years of pioneering entrepreneurship, Suresh is a resolute proponent and a visionary in safeguarding.



A thought-leader with insights for a sustainable future, Ethical Paper is one of his instruments to shape responsible communities with ecologically viable alternatives.

Way Forward

Allow us an opportunity to be your sustainability partner and the preferred source for environment friendly and recycled papers. We can work together towards your global sustainability goals.



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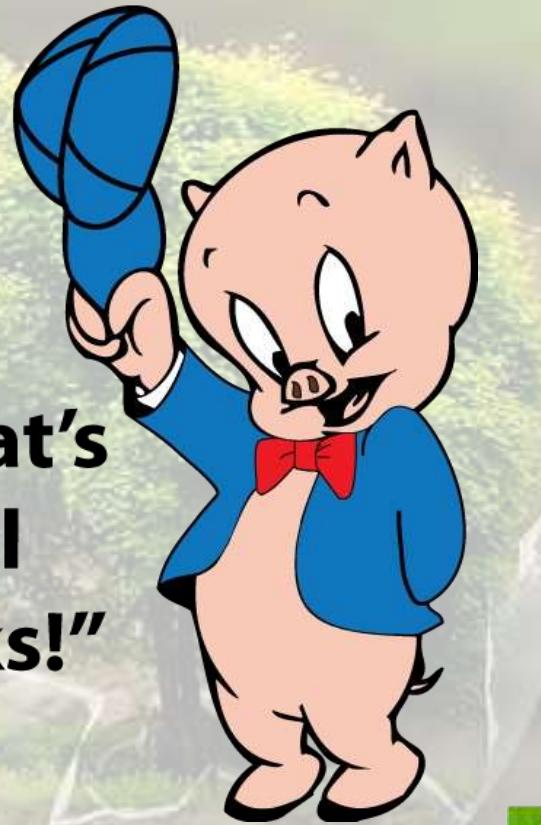
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**“ONE TOUCH OF
nature
MAKES THE WHOLE WORLD KIN”**

William Shakespeare



**“That’s
all
folks!”**



**LOVE
NATURE**

