

SCA Named Second Greenest Company on Earth

For SCA Tissue, Leadership Comes Naturally

SCA, global parent of SCA Tissue North America, has been named the second most environmentally friendly company in the world by the British newspaper, *The Independent*. The ranking was conducted in conjunction with Ethical Investment Research Services, a non-profit, independent provider of research into companies' social, environmental and ethical performance. Criteria included business practices, environmental initiatives, use of renewable resources, and waste reduction and management.

SCA, the only paper manufacturer included in the top rankings, was surpassed by a manufacturer of wind turbines.

The rankings cited SCA's use of Forest Stewardship Council standards in forest management and sourcing of wood for mills. "In addition," *The Independent* reported, "the company has a commitment to use a high proportion of recycled fibre in its tissue products. It has clear policies on avoiding illegal logging and others covering water emissions, it is replacing oil and coal with some carbon neutral fuels, such as wood residue and biofuels. SCA also has high rates of waste recovery."

SCA Tissue North America shares its parent company's culture of environmental ethics. Ongoing initiatives include:

- Reducing fresh water consumption at its Flagstaff, Arizona plant to one-third the industry norm.
- Recycling more than 700,000 tons of paper per year, including 200,000 tons of post-consumer recyclables.
- Being process and elemental chlorine-free.
- Reducing the distance its products travel. In two years, SCA Tissue has reduced truck travel by 2.3 million miles, saving more than 328,000 gallons of diesel fuel.
- Sourcing materials, such as vegetable oil-based inks, that minimize environmental impact.
- Implementing its Smart Fit™ initiative to size product cases to fit precisely on pallets, saving fuel and warehouse energy.



SCA Tissue was the first tissue manufacturer to earn EcoLogo™ certification for meeting the standards of the Environmental Choice™ Program, North America's leading benchmark of environmentally friendly products and services. SCA Tissue's EcoLogo-certified products include towels, bath tissues and napkins.

In addition to natural resource and manufacturing initiatives, SCA shares the benefits of stewardship with customers through innovative products, including:

- The Tork Intuition® dispenser delivers one towel at a time, every time, reducing usage and waste. The touch-free dispenser's adjustable towel length and time-delay features further control consumption and reduce waste.
- The Xpressnap® dispenser system delivers one napkin at a time, every time, reducing usage by a guaranteed 25% over traditional dispensers.
- The Xpressnap Natural Napkin contains 90% post-consumer waste, which exceeds EPA content guidelines.
- SCA Tissue also is an active participant in the U.S. Green Building Council and many of its products can help earn LEED points.

"We believe that taking care of the environment is part of our commitment to sustainable development," said Joe Raccuia, president of SCA Tissue. "Environmental stewardship isn't a marketing platform at SCA Tissue. It's an integral part of our strategic plan for continued success."

