

SPRING 2009

Eco-Chic scrapbooking:

TACTICAL, BEAUTIFUL AND EARTH CONSCIOUS

wausauPAPER®
CREATIVE COLLECTION™

What is Eco-Friendly?

As consumers, it can be challenging to break through the “green” clutter and understand what is eco-friendly. First and foremost, using environmentally responsible paper is essential. This includes paper with recycled post-consumer fiber content and sourced from an FSC- certified forest (Forestry Stewardship Council: <http://www.fscus.org/>). Products bearing the FSC logo guarantee that the wood/fiber used is from a certified well-managed forest.

The Wausau Paper® Creative Collection™ line offers scrapbooking and paper crafting enthusiasts many environmentally conscious products made with 30 percent recycled post-consumer fiber and are FSC-certified without sacrificing beautiful colors, textures and quality.

In addition to evaluating the papers content, it is important to review the paper manufacturers other environmental efforts and manufacturing processes.

“At Wausau Paper®, we practice environmentally sensitive manufacturing which helps reduce our environmental impact and have recently implemented a partnership with SmartWay,” said Jeff Fox, Director of Marketing for *Wausau Paper®*.

SmartWay is an innovative partnership with the U.S. Environmental Protection Agency with a goal of reducing greenhouse gases, air pollutants and improving fuel efficiencies. Wausau Paper® became the 127th shipper in the U.S. to be certified as a SmartWay Transport partner.