

GreenQuality™

**GREEN TO THE CORE**

**AWAY FROM HOME DIVISION**

 **Kruger**  
Products



## What is **GreenQuality**™

Kruger Products has built its reputation on quality. A reputation that has not been compromised with the incorporation of environmental protection into the manufacturing of our Away From Home (AFH) quality paper products. Historically, choosing environmentally friendly products meant sacrificing product quality, which affected performance and resulted in increased paper consumption. **GreenQuality**™ is a statement of our intent and assurance that the products we sell are manufactured under the highest possible sustainability standards.

**With GreenQuality products you do not need to compromise on quality to make the best environmental choice.**

Whether it's our AFH Embassy® roll towels or White Swan® bath tissue, quality is evident in every aspect of performance. And, no matter which of our products you choose, you can be confident that they were produced with a strong commitment to protecting our natural environment.



## WHY ECOLOGO

Kruger Away From Home Products has secured certification under the EcoLogo<sup>™</sup> (Environmental Choice) program on over 50 products. This program is one of the most widely known and universally respected multi-attribute environmental trademarks in North America. The EcoLogo program combines strict environmental standards with independent third party auditing and is recognized for its holistic and stringent evaluation of the entire manufacturing process. This balanced approach helps ensure focus on continuous process improvement. EcoLogo certification addresses all of the following environmental concerns:



### **Recycled Content – Raw Materials**

The majority of the EcoLogo certified, Kruger products contain 100% recycled material and 88% post-consumer waste.

### **Water Pollution**

EcoLogo certification addresses both toxicity and general water pollution.

### **Solid Waste**

EcoLogo restricts total amount of solid waste produced in manufacturing.

### **Energy Use**

EcoLogo limits total electricity and heat energy required in production.

Prior to our certification, many of our products already met the rigid standards of the EcoLogo program. However, now we can provide further assurance that these products are manufactured according to the most demanding environmental standards.

The EcoLogo program is just another example of how Kruger is helping you choose products that are good for the environment and your business.



## ECO-FRIENDLY AWAY FROM HOME PRODUCTS

Kruger Products leads the way with many environmentally efficient product choices and dispenser options.



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### Kruger Recycling

In some regions Kruger can also help with recycling collections to assist in your efforts to divert paper and corrugated materials from landfills. For more information on this program please contact your Kruger Products representative.

Cores are manufactured using 100% RF.



White Swan Ultra Long Roll Towels (ULRT) 1200' roll reduces packaging and core waste, with 50% more product than a standard LRT and has the same roll diameter which reduces shipping impact.



Mini-Max has 69% more paper in a case versus standard JBT products, reducing packaging waste and shipping impact.

Many of our products contain 100% recycled fiber (RF) and 88% post-consumer (PC) content.



TITAN™ Electronic Touchless Towel Dispenser offers the ability to choose from 4 length settings for reduced consumption.



The Onliwon Mealmate Napkin Dispenser with "one at a time dispensing" helps control consumption and reduce napkin waste.



The HandsFresh® Touchless Soap Dispenser has a battery life that's six times longer than the competition, which means fewer batteries to recycle or recharge. Using 30% less soap per wash means less waste and reduced costs.

Cartons and cases are manufactured using 100% RF.



Inks on our Facial Tissue cartons do not contain lead and meet FDA standards.



At Kruger Products, we work with our suppliers to ensure that our packaging materials also minimize impact on the environment.



Our Kitchen Towel Poly packaging is 10 % recycled and is also recyclable (ink does not contain lead or other heavy metals).

Perfect pallet fit.



Many of our products have perfect fits (adhering to the industry standard of 48" x 40") maximizing shipping efficiency, reducing damage and waste.

# GREEN BUILDING

## Building Sustainability

In recent years, the North American building industry has become a focal point for sustainability. Demonstrating leadership, initiatives like the LEED certification program and the BOMA Go Green program have been developed to recognize environmental sustainability for new and existing buildings.

How does Kruger Products help contribute to green purchasing policies and building initiatives?

Kruger Products offers many options that can help an organization meet their environmental objectives. Many of our towels, tissues and napkins contain recycled fiber that exceed government requirements for recovered material and can contribute to certification in these programs.

EPA (Environmental Protection Agency) forms a basis for many organizations' environmental guidelines and policies.

Here are required EPA standards for Tissue Products:

Commercial Sanitary Tissue Products	Post Consumer	Recycled Fiber
<b>Bathroom Tissue</b> Used in rolls or sheets	20-60%	20-100%
<b>Paper Towels</b> Used rolls or sheets	40-60%	40-100%
<b>Paper Napkins</b> Used in food service applications	30-60%	30-100%
<b>Facial Tissue</b> Used for personal care	10-15%	10-100%
<b>General-Purpose Industrial Wipers</b> Used in cleaning and wiping application	40%	40-100%

## LEED-EB (Existing Building) Program

Leadership in Environmental Efficiency and Design (LEED) is a voluntary designation encouraging new and existing buildings to be environmentally sound and provides a structured process to measure success. This program was created by USGBC (US Green Building Council), which is at the forefront of environmental stewardship. Kruger Products Limited is pleased to be a member of the United States Green Building Council

In the case of the LEED-EB (Existing Building) program, buildings earn a certified rating of silver, gold or platinum level.

- Certified: 34 points
- Silver: 43 points
- Gold: 51 points
- Platinum: 68 points

LEED points can be earned by meeting standards in different areas of building operations across five areas of building construction and maintenance:

- Sustainable Sites
- Water Efficiency
- Energy & Atmosphere
- Materials & Resources
- Indoor Environmental Quality

In the recent updates to the program, Ecologo certified products are specifically mentioned making it easier to identify products that can help attain LEED credits. Kruger's tissue products contribute to certification in the following sections:



# LEED-EB

## Material and Resources Credit 1.1 – 1.3

### Description

Reduce the environmental and air quality impacts of the materials acquired for use in the operations and maintenance of buildings.

### Requirement

Maintain a sustainable purchasing program covering materials that are regularly used and replaced through the course of business.

### How points are achieved for this credit (1 – 3 points potential)

Must achieve sustainable total purchases (based on product cost) of

40% 1 point  
60% 2 points  
80%+ 3 points

### Criteria that Kruger Products can contribute

Purchases contain at least 10% Post Consumer or 20% Post Industrial Material.

### EXAMPLE:

Many of our products well exceed the requirements; like 07900 White Swan 1 ply Dinner Napkins with 80% recycled fiber and 64% post-consumer waste.



## Indoor Environmental Quality Credit 3.1

### Description

Reduce the exposure of building occupants and maintenance personnel to potentially hazardous contaminants which adversely affect air quality, human health, building systems and the environment.

### Requirement

Have a high-performance cleaning program, supported by a cleaning policy.

### How points are achieved for this credit (1 point potential)

Must have a high performing green cleaning program.

### Criteria that Kruger Products can contribute

Use of sustainable cleaning materials, products, equipment, janitorial paper products and trash liners (including microfiber towels and wipes).

### EXAMPLE:

All of the Ecologo certified products meet green purchasing policy requirements and can contribute to the policy; like Embassy and White Swan Towel and Bathroom Tissue Products.



## Indoor Environmental Quality Credit 3.4 – 3.6

### Description

Reduce the environmental impacts of cleaning products, disposable paper products and trash liners.

### Requirement

Implement sustainable purchasing for cleaning materials and products.

### How points are achieved for this credit (1 – 3 points potential)

Must achieve sustainable total purchases (based on product cost) of

30% 1 point  
60% 2 points  
90%+ 3 points

### Criteria that Kruger Products can contribute

- US EPA Comprehensive Procurement Guidelines for Janitorial Paper and Plastic Trash Liners.
- Environmental Choice CCD-082, for toilet tissue
- Environmental Choice CCD-086, for hand towels

### EXAMPLE:

01961 White Swan Ultra Long Roll Towel (ULRT) exceeds EPA standards, as well as certified Environmental Choice CCD-086.



## GREEN THINKING... TODAY AND TOMORROW

Kruger is at the forefront of environmental protection and developing sustainable sources of energy. We are proud to be able to apply our resources and the skills of our employees to help North America, and the world, move forward in a sustainable way.



### Wind Power Project

In response to the growing demand for clean, alternative sources of energy, Kruger Energy has celebrated the official opening of its first wind farm project and has begun development on a subsequent project that will double capacity. In total, the 88 high-tech turbines will transmit electricity to the power grid; enough to supply the equivalent of 50,000 homes. In comparison to other forms of energy generation, wind energy provides:

- Renewable, highly reliable, and efficient energy
- Economical source for large-scale energy generation
- Clean solution to North America's electricity needs
- Minimal impact on the environment
- Reduction of our impact on global climate change



### Biomass Green Energy Projects

Kruger Inc. is a leader in generating power from biomass.

Kruger Products has recently announced the installation of a new biomass gasification system that will reduce the carbon footprint of its Western Manufacturing division by more than 22,000 tons of CO<sub>2</sub>(e) and its use of natural gas by approximately 445,000 gigajoules (GJs) per year, which is equivalent to the amount of natural gas used to heat roughly 3,500 homes annually.

Kruger also has an existing 23-megawatt plant that utilizes mill sludge, bark and other wood residues to generate the electricity and steam required for mill operations. Along with cutting 7.9 million gallons of fossil fuel per year, the plant reduces greenhouse gas emissions by 91,000 tons annually, which is the equivalent of taking 18,000 cars off our roads.



### Kruger and Manicouagan-Uapishka UNESCO Biosphere Reserve Partnership

Working closely with local stakeholders, Kruger was instrumental in gaining designation for the largest biosphere reserve in Canada, covering an area of 21,000 square miles in the Québec North-Shore region. This prestigious UNESCO designation aims to reconcile biodiversity conservation and sustainable resource use. "Kruger was a key partner in this five-year process by contributing to research on biodiversity and knowledge sharing, as well as the protection of landscapes and endangered species," says Jean-Philippe L. Messier, Director of the Manicouagan-Uapishka Biosphere Reserve. The project was so successful that UNESCO regards the close collaboration between Kruger and the local stakeholders as an example to follow throughout the world.



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Kruger Inc. is the second largest recycler in North America and **recycles more than 771,000 tons of corrugated cartons, magazines, office paper and newspaper per year.**

This is the equivalent of 115,000 garbage trucks diverted from landfill sites!



Since 1989 Kruger Products **has produced more than 158 million cases of recycled finished products.**

How much is that?

Expressed as a 2-ply bath tissue roll, it's enough to travel from the Earth around the Sun and back, with a side trip to Mars and back!

## A BRIEF HISTORY OF KRUGER AND THE ENVIRONMENT

Kruger Products is not a new comer to sound environmental practices. Our first reforestation program was instituted in 1948, and we implemented some of the industry's first recycling programs. In the 1970's, innovations such as wastewater treatment at our mills and the use of recycled fiber in our tissue products were implemented to help protect the natural environment. This commitment is further evident throughout all of our operations where Kruger meets or exceeds all government environmental standards.

## Ask for Proof

“Green” purchasing is gaining momentum. According to a recent 2007 survey, “North American organizations in the public and private sectors increasingly recognize the importance of adopting green procurement policies” and 70% of the companies surveyed have some form of green purchasing policy, which is up 7% in just one year, from 2006.

Because of the demand for Eco-friendly products, a troubling phenomenon known as “greenwashing” is occurring in the market place. “Greenwashing” is the practice of presenting a business or product using a false or misleading environmental claim. Recently conducted market research into greenwashing identified the “Six Sins of Greenwashing,” such as irrelevant claims

and even deliberately false information, which purchasers should be wary of.

At Kruger, we stand behind the environmental performance of our products, many of which are certified by the EcoLogo program. The best way to avoid being “greenwashed” is to ask for supporting documentation of every environmental claim made by a supplier. Through EcoLogo certification and responsible environmental practices, Kruger Products can ensure you that the products you choose meet the highest environmental standards.

To find out more, visit [www.krugerproducts.com/afh](http://www.krugerproducts.com/afh)



### Environmental Savings

This brochure is printed on Astrolite PC 100 paper, containing 100% post-consumer waste, processed chlorine-free, and FSC (Forest Stewardship Council) certified.

Paper quantity used for this brochure:  
1.64 tons / 3,664 lb. / 1,662 kg

Using Astrolite PC 100 – made from 100% post-consumer fibre – instead of virgin paper:

Equivalent trees saved	36
Solid waste not generated	875 kg
Water saved	46,134 L
Total energy saved	27 million BTU's
Greenhouse gases reduced	1,580 kg



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For more information, call toll-free: 1-800-665-5610  
or log on to our website at [www.krugerproducts.com/afh](http://www.krugerproducts.com/afh)