

follow the paper trail

Green includes all things that enter and leave your facility and their impact on our environment.

THINK UP-STREAM

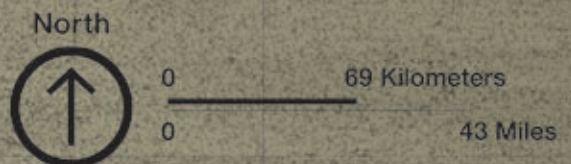
Consider where the products and items you use in a facility come from and how they are made. Are they made using the best green process?

THINK DOWN-STREAM

What happens when you discard waste from a facility, and what is the impact on the environment? You want to have as little impact as possible.

START HERE

Let's look at the towel and tissue products your facility uses and the trail they must travel.



paper fiber

Paper is made from fibers, either from trees, or from recycled materials.

- Using virgin fiber is not green, as it requires the harvesting of trees
- Using 100% recycled fibers, including post-consumer materials, is your best environmental choice
- Every ton of 100% recycled fiber (70 cases of roll towels) saves an estimated 4,100 kilowatt-hours of energy, 7,000 gallons of water, and 60 pounds of air pollutants/effluents¹
- ➔ **Dubl-Nature® and EcoSoft™ Green Seal™ towel and tissue products are 100% recycled**

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
Recommended recovered fiber content levels for towel and tissue products

	POST-CONSUMER FIBER	RECOVERED FIBER
BATHROOM TISSUE	20% - 60%	20% - 100%
PAPER TOWELS	40% - 60%	40% - 100%
FACIAL TISSUE	10% - 15%	10% - 100%



¹ Green Seal's *Choose Green Report - Bathroom Tissue and Paper Towels*, March 2004. One ton equivalent is based upon an average roll towel case weight of 28.5 lbs.

manufacturing

Papermaking requires water and energy, as well as the use of chemicals.

- The use of chlorine or its derivatives to bleach paper fiber is not green
- Elemental chlorine-free does not mean free of chlorine derivatives
- The best environmental choice is no added inks, dyes or fragrances
- 100% recycled fiber, processed chlorine-free is your best environmental choice
- ➔ Dubl-Nature® and EcoSoft™ Green Seal™ certified paper products are processed chlorine free using sodium hydrosulfite instead of chlorine or its derivatives



use in a facility

Towel and tissue products are used for optimal personal hygiene.

- Uncontrolled paper products and dispensers promote wasteful use
- A no-waste paper dispensing system is your best environmental choice
- Towels and tissue featuring environmentally preferable packaging is your best environmental choice
- Using Green Seal™ products, which are independently certified, is your best environmental choice
- ➔ Wausau Paper offers a variety of Green Seal-certified paper products combined with controlled-use dispensers to reduce waste



after use

Reducing waste and practicing good environmental stewardship is the goal.

- Less efficient towel and tissue systems generate excessive waste
- Controlled roll towel and tissue systems generate less waste for your best environmental choice
- The best environmental choice is closing the loop by recycling corrugated containers and other post-consumer materials
- ➔ **Dubl-Nature® and EcoSoft™ Green Seal™ packaging is environmentally preferable and can be recycled**



paper and soap products

Wausau Paper offers Green Seal-certified products to support your journey along the paper trail.

- ➔ Wausau Paper has the broadest choice for a complete washroom of Green Seal-certified towel, tissue and soap products. We offer Dubl-Nature® and EcoSoft™ Green Seal™ paper products and OptiSource® and Bay West® soap.
- ➔ When you choose Wausau Paper, rest assured that you are getting Authentically Green™ products that have been audited and verified by Green Seal, a reputable independent organization.
- ➔ Our professional sales representatives and local distribution can assist you in choosing the right environmentally preferable products. We can conduct a facility restroom analysis and customized product trial allowing you to choose the best products for all areas of your facility.



dispensing systems

Wausau Paper offers dispensers to complement Green Seal-certified paper and soap products.

- ➔ Utilizing Wausau Paper's controlled towel and tissue systems saves your facility money: not only reducing facility waste with metered dispensing, but also maintenance time and product costs associated with wasteful use.
- ➔ The spread of bacteria and germs can be prevented with the use of the Wave'n Dry® touch-free or OptiServ® hands-free roll towel systems that do not require users to touch the dispenser to obtain toweling.
- ➔ Make a statement in your facility by choosing a Wausau Paper dispenser in one of five color choices, or enhance your facility's image with custom-imprinted dispensers to showcase your name or logo for that personalized touch.



leading the way

Wausau Paper can help you along the best environmental path.

CHOOSE THE RIGHT PRODUCTS

Ensure your current products are proper for your facility. One product or item may not satisfy all your washroom needs.

MAKE THE RIGHT IMPRESSION

Provide employees or patrons a clean and cohesive image when entering your restrooms. You want to make the best impression.

LEAD

Allow Wausau Paper and one of our authorized distributors to assist you in making the best environmental choice to meet your facility's needs.



wausauPAPER®

GRN-TRL / 129-10M

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Forest Stewardship Council, A.C. SW-COC-001724

Wausau Paper is a member of the U.S. Environmental Protection Agency's SmartWaySM Transport Partnership, reflecting our commitment to reduce the carbon emissions of our shipping and distribution activities.



Please recycle

