

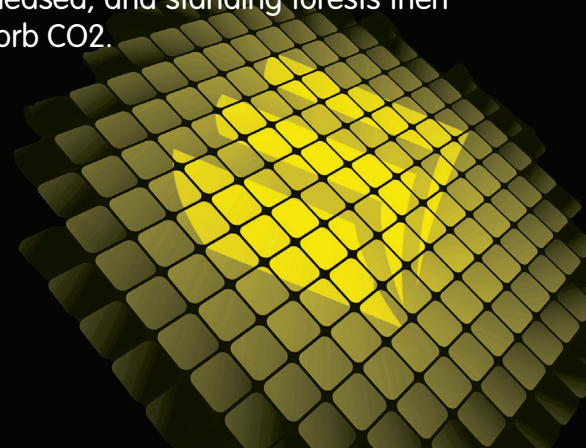
Global warming is a completely natural phenomenon. NASA never landed on the Moon. Paper is inherently bad for the environment. Some myths just won't go away.

Take **paper**. It's **biodegradable**, **recyclable** and its raw material is **renewable**. More trees are planted in Europe than are harvested. The paper industry, a major user of renewable, low-carbon energy, is one of the most sustainable industries there is. Furthermore, the massive rise in paper recycling in the last decade has been one of the biggest environmental success stories in the recovery and re-use of our waste.

Now, Carbon Balanced Paper nails the myth for good.

The commercial world is under growing pressure to reduce carbon and businesses like ours are becoming more accountable for their impacts on the environment.

hdc has used carbon balanced paper to produce the colour pages for its standard, AiFL and Upper Primary planners. Through World Land Trust initiatives, the equivalent 116 tonnes of carbon dioxide has been offset. Carbon is balanced (offset) through land purchase of ecological important areas of natural forest under imminent threat of clearance. This locks carbon that would otherwise be released, and standing forests then continue to absorb CO₂.



What does 116 tons of carbon equate to?

116 tonnes of CO2 carbon balanced delivers the following environmental benefits:



- **340,236** car miles neutralised
- The equivalent of taking **28** average petrol cars off the road each year
- The equivalent of driving round Britain's coastline **68** times

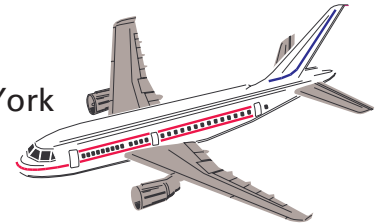
Based on an average petrol car

Data from Defra 2010 GHG conversion factors

- The equivalent of **124** passenger return flights from London to New York

Based on long haul passenger economy class travel

Data from Defra 2010 GHG conversion factors



By balancing the carbon we have:

- preserved **9744** square metres of land with the World Land Trust
- preserved **2.4** acres of land with the World Land Trust



www.eco-services.worldlandtrust.org
CBPPC0002520711114046

Carbon Balanced Paper: High-performance paper for tomorrow's low-carbon economy



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