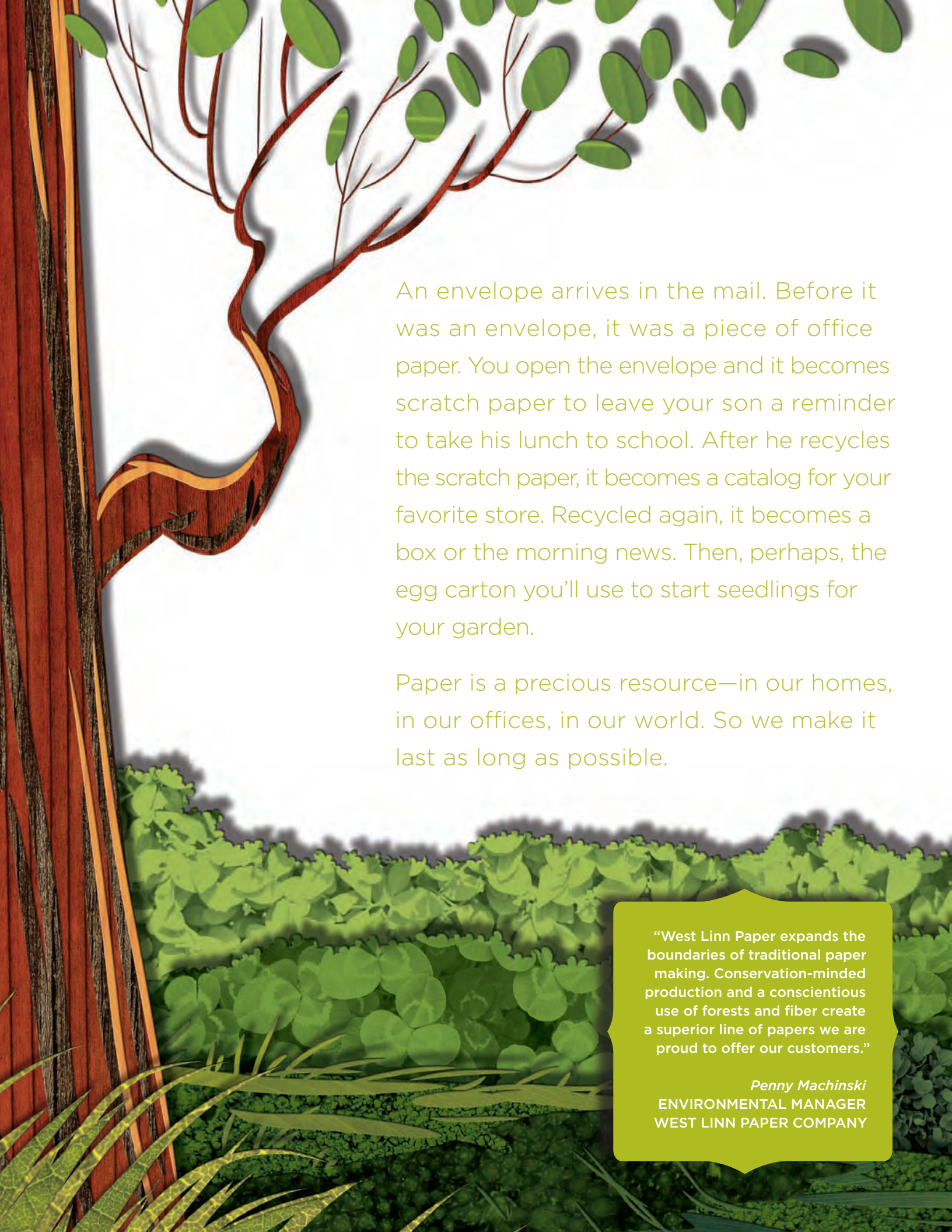




**NATURE**



An envelope arrives in the mail. Before it was an envelope, it was a piece of office paper. You open the envelope and it becomes scratch paper to leave your son a reminder to take his lunch to school. After he recycles the scratch paper, it becomes a catalog for your favorite store. Recycled again, it becomes a box or the morning news. Then, perhaps, the egg carton you'll use to start seedlings for your garden.

Paper is a precious resource—in our homes, in our offices, in our world. So we make it last as long as possible.

“West Linn Paper expands the boundaries of traditional paper making. Conservation-minded production and a conscientious use of forests and fiber create a superior line of papers we are proud to offer our customers.”

*Penny Machinski*  
ENVIRONMENTAL MANAGER  
WEST LINN PAPER COMPANY

# SIMPLY NATURE

When we talk about paper, we are talking about the planet. Did you know that more than 60% of paper and paperboard are recycled? Nearly 43 million tons were recovered in 2009. By comparison, only 7% of the total plastic waste generated in 2009 was recovered for recycling, a mere 2.1 million tons. And, almost 37% of the fiber used to make new paper products in the U.S. comes from recycled sources.<sup>1</sup> West Linn Paper Company is proud to manufacture one of the world's most recyclable products and to responsibly steward a precious resource, our forests.

## Conserving resources, treading lightly

Your organization uses paper to inform, educate and communicate, to package products and to wish employees a happy birthday. You can't live without it, and you wouldn't want to.

Transitioning your paper supply to post-consumer waste (PCW) lifts an enormous burden off the planet. It's so easy – and so worth it. For companies committed to the triple bottom line, recycled paper is one giant step in the right direction .

A regional monthly publication buys enough 60# Nature 30% PCW paper each month to print and distribute 500,000 copies of its magazine. By selecting paper with 30% post-consumer waste content, over the course of one year they will save:

- 2400 trees, or 9 acres of forest.
- 800 thousand gallons of water, or 2000 full hot tubs.
- 2200 million BTUs, or the equivalent to 400 windmills operating for a year.
- 400 cubic yards of solid waste, or 20 dump trucks.
- 150 tons of greenhouse gases, or 30 cars on the road for a year.

## Exceeding the highest standards

Meeting Forest Stewardship Council standards—and the guidelines of other forestry management programs—is a rigorous and rewarding process. FSC standards ensure forestry is practiced in an environmentally responsible, socially beneficial and economically viable way. Greenpeace, National Wildlife



Federation, The Nature Conservancy, Sierra Club, and World Wildlife Fund support and encourage FSC certification.<sup>2</sup> All of our Nature products are sold with FSC certification, standard, and all of our virgin fiber sources come from suppliers with forestry management programs such as FSC, SFI or CSA.

Informed customers want assurance that their corporate responsibility standards are met or exceeded. We work with you to help document your certification chain-of-custody, which also supports your Lacey Act compliance documentation needs. You'll know exactly where your paper came from—and so will your customers.

## Our certified, recycled products

West Linn Paper offers a line of recycled products with 10% to 30% post-consumer waste and the quality of virgin fiber. Our Nature Web® and Nature Plus® grades offer high brightness with the added benefit of recycled content and FSC certification, manufactured by a company focused on reducing fiber, energy and water consumption. Both Nature Web and Nature Plus are available in text, cover and caliper grades.

The Nature line supports the simple beauty of nature. And our conservation-minded production process does not compromise the simple beauty of Nature—a superior white paper that prints and performs at the highest quality, time and again.

To find out more about West Linn Paper Company and our environmental policies, visit our website at [www.westlinnpaper.com](http://www.westlinnpaper.com).

1. Environmental Protection Agency

2. Forest Stewardship Council, United States

\*These calculations are estimations based on West Linn Paper's manufacturing processes and actual results may vary.

# NATURE



West Linn Paper Company  
4800 Mill Street • West Linn, OR 97068  
1.800.989.3608  
[www.westlinnpaper.com](http://www.westlinnpaper.com)



### Printed On 100# Nature 30 Web Gloss

This piece was produced with paper that has gone through the entire FSC chain-of-custody process—from the forest to the printer.