

WHY ECO-RESPONSIBLE COMPANIES CHOOSE 5-STAR RECYCLED PAPER?





WHY CHOOSE PAPER FOR YOUR COMMUNICATION PROJECTS ? (1/2)

- Context: with the increase in new technologies and new channels at your disposal to reach your stakeholders, you are looking for the most effective solution that is aligned with your company's environmental commitments.
- Paper, a natural experience : Paper is made out of a natural and renewable resource.
- Paper, a sensory experience: Holding a printed document in your hands means that the content is real, exists. It triggers a number of senses. You can feel it; smell it. It can be rough as sand, smooth as silk. It stays with you.
- Communicate to one or to many: Thanks to digital presses, printed documents can reach very targeted audiences with personalised communication.

WHY CHOOSE PAPER FOR YOUR COMMUNICATION PROJECTS? (2/2)

Combining paper and digital:

More impactful communication

- Mailings, catalogues, customer magazines and advertising combined with digital are a force to be reckoned with for any campaign. Paper can also be an ideal way to get your customers online with QR code, for example, or showcasing your social media networks on your printed documents.
- Combining online and print increases the ROI of your marketing campaigns. A study of more than 500 European cases carried out by PrintPower* proves it.

Fighting against misconceptions

Think Digital has no impact on the environment? Think again. The environmental impact linked to digital communication should also be taken into account when developing your communication strategy. 2 main factors to consider:

- Climate change linked to energy consumption (data storage; data flow).
- Use of rare metals to create IT devices.

^{*}www.printpower.eu

WHY FAVOUR RECYCLED PAPERS?

 Recycled papers are the most eco-friendly papers and an integral part of the 3 R principle, an universal approach ideally suited to paper consumption.



FK REDUCE

Use the right quantity and the right grammage of paper needed for specific applications.



REUSE

Adopt specific measures to optimise use and re-use of paper.



RECYCLE

Favour the use of paper made of recycled fiber and make sure used paper is collected and re-introduced into recycling loop.

ADVANTAGES OF RECYCLED PAPERS VERSUS NON RECYCLED PAPERS (1/2)

Environmental benefits

- Reduces use of natural resources use (wood fibre).
- Reduces energy and water consumption by 3*.
- Reduces CO₂ emission by 300 kg per ton*.

Guarantee of equivalent quality

- No more compromise on quality, performance, appearance or whiteness due to tremendous progress in the production of recycled papers.
- Wide range of papers to meet various needs.

^{*}Source Ecofolio: based on equivalent will manufacturing.

ADVANTAGES OF RECYCLED PAPERS VERSUS NON RECYCLED PAPERS (2/2)

- Companies to become active participants in a circular economy by :
- Reducing and/or reusing waste.
- Reinforcing local economy thanks to a short closed loop recycling scheme to collect existing papers.
- Papers can be recycled up to 7 times. Let's be part of the virtuous circle.

- Companies to build or reinforce corporate image for both internal and external stakeholders by:
- · Communicating around CSR commitments.
- Walking the talk on responsible and CSR commitments (tangible actions).

GREEN STAR SYSTEM DESIGNED BY ANTALIS: THE BEST WAY TO PROMOTE RECYCLED PAPERS

The more stars a paper has, the more eco-responsible the paper is.



By choosing 5 stars-papers, companies adopt the most virtuous paper.

ECONOMIC ARGUMENTS

Study* conducted by an external agency, EcoAct with both Arjowiggins Graphic and Antalis
on more than 200 print job quotations.

Key results :

- The study shows that using recycled paper increases the cost of the whole communication project between 2-3 % (based on project averages).
- The average weight of recycled paper represents about 9 % of a project's total cost.

To conclude, using recycled paper instead of standard paper does not significantly increase the cost of a communication project.

^{*}the methodology of the survey is detailed on antalis.xx

ECOACT SURVEY ON PRICING OCT. 2015

CONTEXT AND OBJECTIVES OF THE SURVEY

- Context:
- Antalis and Arjowiggins Graphic offer high grade recycled paper to their clients.
- Objectives :
- Highlight the weight of paper within the overall cost of a printed communication project.
- Demonstrate that choosing recycled paper instead of standard FSC® paper will not generate a significant additional cost.
- ▶ How ?
- With support from an external consultancy, Eco Act, who helps companies to define, manage and highlight their climate strategy.
- By requesting quotations from 7 communication agencies* in England (2), France (3) and Germany (2).

Time frame: october 2015

^{*}analysis of 219 quotations.

MORE ON ECOACT (IF NEEDED)

 EcoAct works with multinationals, institutions and the public sector to implement carbon strategies, CSR policies and eco-innovation approaches.

Awarded 'Worldwide Best Advisory Service' by Environmental Finance in 2015, EcoAct devises, develops and manages creative solutions to transform societal and environmental issues into performance levers for our clients (carbon management and strategies, IT platforms, feasibility studies, carbon programmes, etc).

 Recognised as one of the world's leading experts in this area, EcoAct provides consulting services and support to climate change economy pioneers, in order to reinforce their competitiveness.

METHODOLOGY (1/3)

- 7 projects quoted with specific requirements.
- Real end-user documents sent to agencies.
- Diverse communication projects to cover the largest scope of print jobs.
- Project 1: CSR report with 32 pages x 5000 copies
- Project 2: CSR report with 92 pages x 5000 copies
- · Project 3: Magazine with 16 pages x 5000 copies
- · Project 4 : Magazine with 40 pages x 100 000 copies
- Project 5: Leaflet flyer with 4 pages x 15 000 copies
- Project 6: Invitation cards with 1 page x 500 copies
- Project 7: Mailing with 1 page x 50 000 copies (+ envelopes)

METHODOLOGY (2/3)

List of all types of papers used in the study selected by Antalis and AWG.

Coated standard* Silk certified Offset standard* certified

Cyclus Print (100% recycled)

Cyclus Offset (100% recycled)

Cocoon Silk (100% recycled)

Cocoon offset (100% recycled)

Satimat Green (60% recycled)

Digigreen (60% recycled)

Eural Premium (100% recycled)

Reprint Matt (60% recycled)

▶ 1 standard paper selected by project

> 2 to 3 recycled papers selected by project

^{*}standard papers : see comments

METHODOLOGY (3/3)

• Quotation structure for one project and one type of paper :



Average price calculated by phase excluding the 2 extreme values*. Overall cost calculated by adding these averages.

^{*}see methodology in the comments.

PROJECT 1: CSR REPORT 1



Requirement specifications

• Quantity: 5 000

Format: A4

• Pages : 32

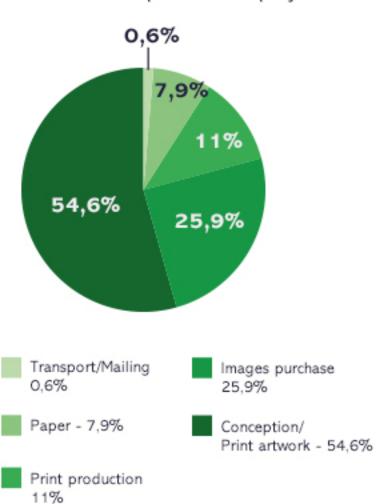
Print production : offset

Weight: 130 gsm (internal pages);

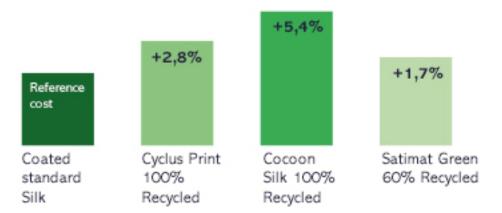
300 gsm (cover)

PROJECT 1: CSR REPORT 1

Global structure price of the project



% Additional cost with a recycled paper





PROJECT 2: CSR REPORT 2



*Michelin : leading tires manufacturer

Requirement specifications

• Quantity: 5 000

• Format : A4

• Pages : 92

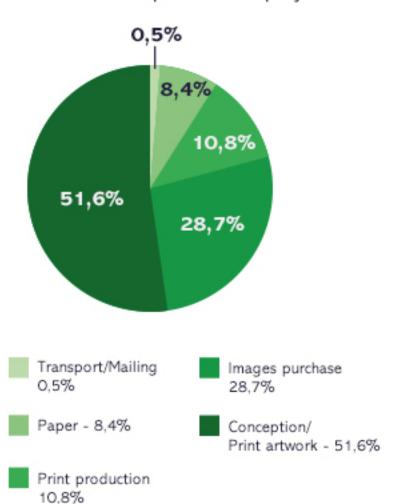
Print production : offset

• Weight: 130 gsm (internal pages);

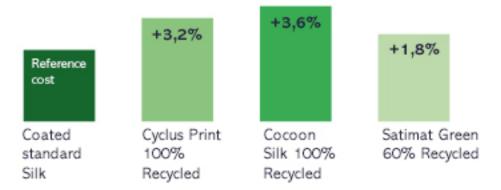
300 gsm (cover)

PROJECT 2: CSR REPORT 2

Global structure price of the project



% Additional cost with a recycled paper





PROJECT 3: MAGAZINE 1



*27° Eure : public sector

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Requirement specifications

• Quantity: 5 000

• Format : A5

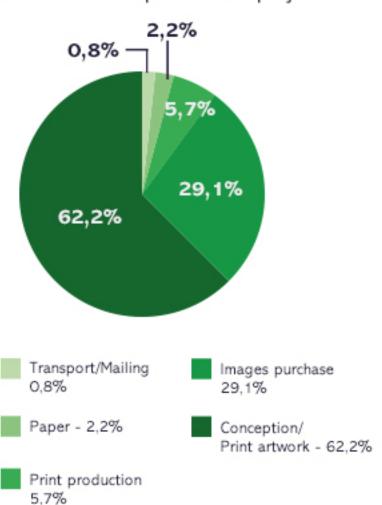
• Pages : 16

Print production : no lamination

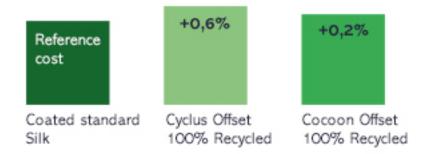
• Weight: 100 gsm

PROJECT 3: MAGAZINE 1

Global structure price of the project



% Additional cost with a recycled paper



AVERAGE EXTRA COST OF RECYCLED PAPER PROJECTS

+0,4%

PROJECT 4: MAGAZINE 2



*Healthcare magazine

Requirement specifications

• Quantity: 100 000

Format: A4

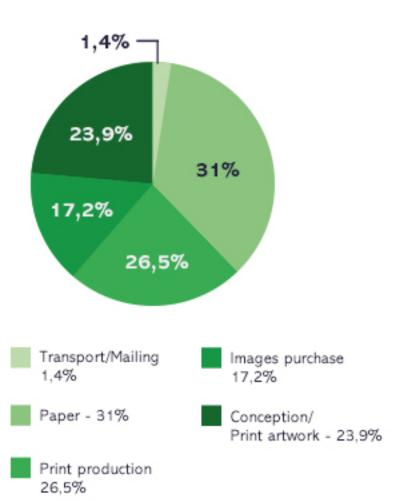
• Pages : 40

• Print production : reel, matt, and bright lamination

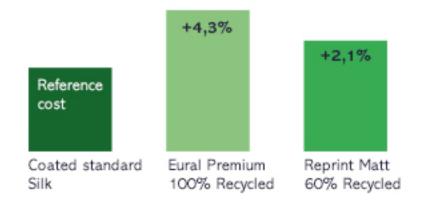
• Weight: 90 gsm

PROJECT 4: MAGAZINE 2

Global structure price of the project



% Additional cost with a recycled paper



AVERAGE EXTRA COST OF RECYCLED PAPER PROJECTS

+3,2%

PROJECT 5: LEAFLET FLYER



*Telecom company

Requirement specifications

• Quantity: 15 000

• Format: 20x20 - folded in half

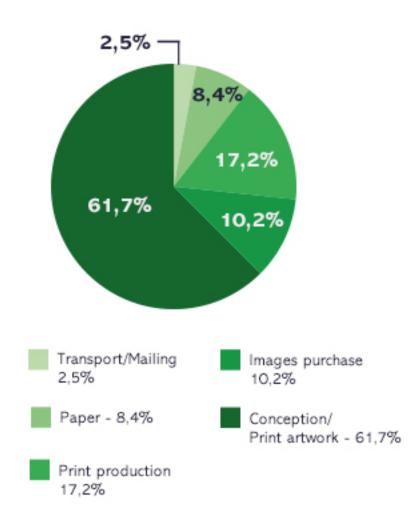
Pages : 4

Print production : no lamination

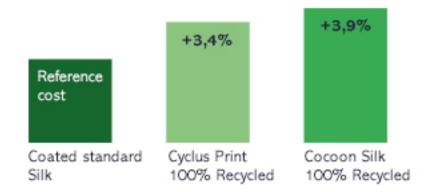
• Weight: 115 gsm

PROJECT 5: LEAFLET FLYER

Global structure price of the project



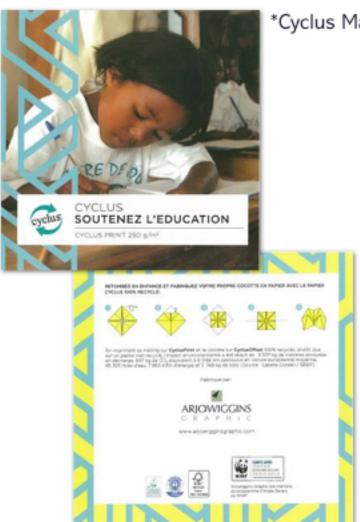
% Additional cost with a recycled paper



AVERAGE EXTRA COST OF RECYCLED PAPER PROJECTS

+3,7%

PROJECT 6: MAILING



*Cyclus Mailing

Requirement specifications

• Quantity: 50 000

Format: 160x160

folded in half - double sided

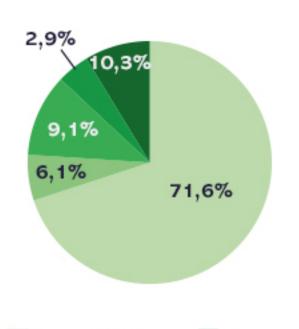
• Envelope : standard

• Print production : offset, matt lamination

Weight: 250 gsm

PROJECT 6: MAILING

Global structure price of the project



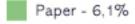
Images purchase

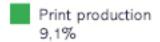
Print artwork - 10.3%

Conception/

2.9%







% Additional cost with a recycled paper



Coated standard Silk



Cyclus Print 100% Recycled



Cocoon Silk 100% Recycled



Satimat Green 60% Recycled



+2,4%

PROJECT 7: INVITATION CARDS

*Rancinan: photography exhibition



Requirement specifications

• Quantity: 500

• Format : A5 - double sided

• Envelope : standard

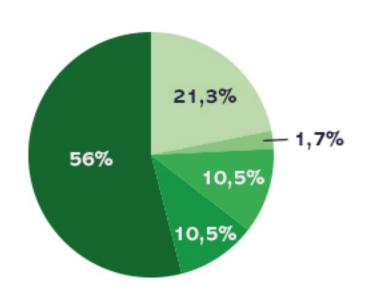
• Print production : digital,

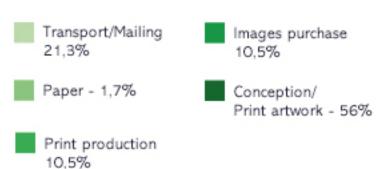
matt lamination

• Weight: 350 gsm

PROJECT 7: INVITATION CARDS

Global structure price of the project





% Additional cost with a recycled paper

