

To whom it may concern

Your ref.

Our ref.  
2004105/1.1.3  
Project Manag.: Elisabeth Magnus

Date  
25.06.2004

Dear Sir/Madam,

## **Ecolabelling of Copy and Printing Paper – Public Review**

The Swan is the official Nordic ecolabel, and is available for around 60 different product groups. To ensure that a Swan-labelled product is always at the cutting edge from an environmental point-of-view, criteria are revised repeatedly every 3-5 years.

### **Criteria for copy and printing paper**

The criteria for copy and printing paper are now being revised. To ensure high quality and openness throughout the process a consultative proposal is now sent for public review. The main changes related to the latest version of the Swan criteria for printing paper are shown in the appendix.

### **Why your opinion is important**

You are invited to give your comments to the consultative proposal. If you have any comments, please send them to us, no later than **13 September 2004**. The comments can be sent preferably by e-mail to [elisabeth.magnus@ecolabel.no](mailto:elisabeth.magnus@ecolabel.no) or by mail to Ecolabelling Norway.

### **How to get the documents on review (consultative proposals)**

The draft criteria documents can be downloaded from [www.ecolabel.no](http://www.ecolabel.no). The documents are available in English and Norwegian with respective background documents, send list and review statement form. Alternatively, the documents may be ordered as paper copies.

### **Why ecolabelling?**

The Swan label is a guide to conscious consumers and purchasing departments searching for environmental sound alternatives. For companies wanting to communicate their environmental efforts, the Swan label is a very effective marketing tool. In this way the Swan label use the marked mechanism to enhance the development to more environmental sound production processes, and motivate to more environmental friendly consumption patterns. To ensure the quality of the criteria for the Swan label we are depending on as many comments as possible to the draft proposal.

Please visit our web site for more information about ecolabelling or contact us on telephone +47 22 36 57 40.

We thank you in advance!

Yours sincerely  
Nordic Ecolabelling

Elisabeth Magnus  
Project leader

Enclosure

## Appendix

### Consultative proposal for Swan-labelling of copy and printing paper

The consultative proposal and the respective background documents have been developed by the Nordic Ecolabelling organizations, lead by Elisabeth Magnus, Ecolabelling Norway. During this work external experts have been contacted for consultation. The statements from the public review together with the respective comments from Nordic Ecolabelling will be summarized and presented on our website ([www.ecolabel.no](http://www.ecolabel.no)) after the approval of the documents, or it can be received by contacting Ecolabelling Norway.

The main changes related to the latest version of the Swan criteria for printing paper are:

- Introduction of the Module System. The requirements to be fulfilled are found in three documents: Basic Module, Chemical Module, and Supplementary Module for copy and printing paper.
- The forestry requirement is somewhat changed and the required proportion of fibre from certified sustainable forestry is increased from 15% to 20%. The requirement is given in the Basic Module.
- The energy requirement for pulp and paper production is tightened by reducing the maximum permitted score from 1.5 to 1.25. The requirement is given in the Basic Module.
- The reference values for emissions are reduced for the individual pulp and paper processes, and the AOX emission has been removed from the calculation model. The requirements are mainly given in the Basic Module, but a special reference value is given for COD emissions from CTMP in the supplementary module.
- The chemical requirements are simplified by no longer requiring the full chemical description of all chemicals used in more than 1 kg/ton pulp or paper produced. Some process chemicals have reduced limits for ingredients with effects on health and environment, and requirements to all dyes are included. The requirements are given in the Chemical Module.

The proposed requirements in the supplementary module only differ for one of the requirements specified in the Basic Module. The relevance of the other requirements in the Basic and Chemical modules to copy and printing paper may however be commented.

#### **The Module system**

The aim of the Module System has been to simplify the documentations for both pulp and paper producers, chemical suppliers and applicants.

- The Basic Module has requirements as to sustainable forestry, emissions to water and air, and energy consumption in the production of pulp and paper. The reference values used are based on the EU:s BAT-values for the paper industry.
- The Chemical Module gives requirements for chemicals used in the same processes.
- The Supplementary Module gives requirements that are unique to the specific product group, and the requirements for all Swan labelled paper products will be based on the basic and chemical modules.
- The basic and chemical modules have been on public review in 2003 and were approved by the Nordic Ecolabelling Board in October 2003.