



A Tale of Sustainability

Environmentally **Future-Proofed Print** Procurement

IMAGINATION
INTEGRITY VAL
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ERIENCE

A Tale of Sustainability

Environmentally **Future-Proofed Print** Procurement

Words, illustrations & design created with care by CCL Communications Group
Printed with pride by CCL Communications Group
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There once was a seed,
very tiny indeed.
But he grew and he grew,
until everyone knew...



Growing our Resource Sustainably

It's easy to think of New Zealand as **under resourced** – but as the last bucket of mineral is being extracted, a seedling in a New Zealand forest will be planted.

The sustainability of forestry worldwide is critical, not only to our survival, but to ensure our continued way of life – which includes the use of paper.

40% of the world's forests
are now used for paper.





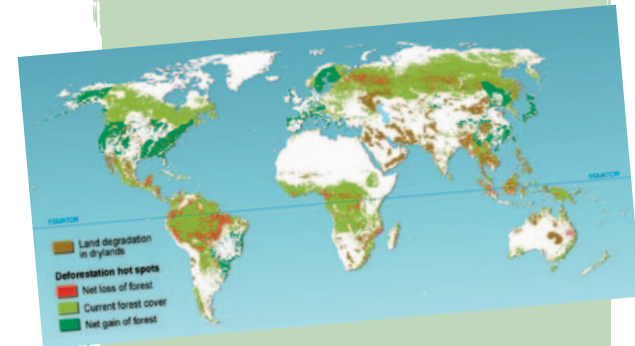
That he was a tree,
as BIG as could be.
In the forest he stood,
With his friends in the wood.



Yesterdays Thinking

Half the world's forests have already disappeared.

Vast areas are cleared for farming, for bio fuels and for exotic wood without replanting.





STOP!!!

When the men came to chop,
the owl cried "STOP!"

He was very concerned as he spoke to the men,
"New trees must grow all over again."



The Secret is Out

The old strategy of recycling paper is NOT carbon-friendly or sustainable...

Renewable forestry is.

Sustainability ensures a growing flow of paper, packaging and by-products can be met in the future.

NOTE:

Sustainability is defined as:
"The capacity to meet the needs of the present without compromising the ability of future generations to meet their needs"

(United Nations 1987)



So the men were good & honest.
They planted new trees
& kept their promise,
and the **Wise** old owl was pleased to see,
young seedlings, like there used to be.



FSC®/COC-001160



Promoting Sustainable
Forest Management
www.pefc.org

1 **FSC** – Forest Stewardship Council

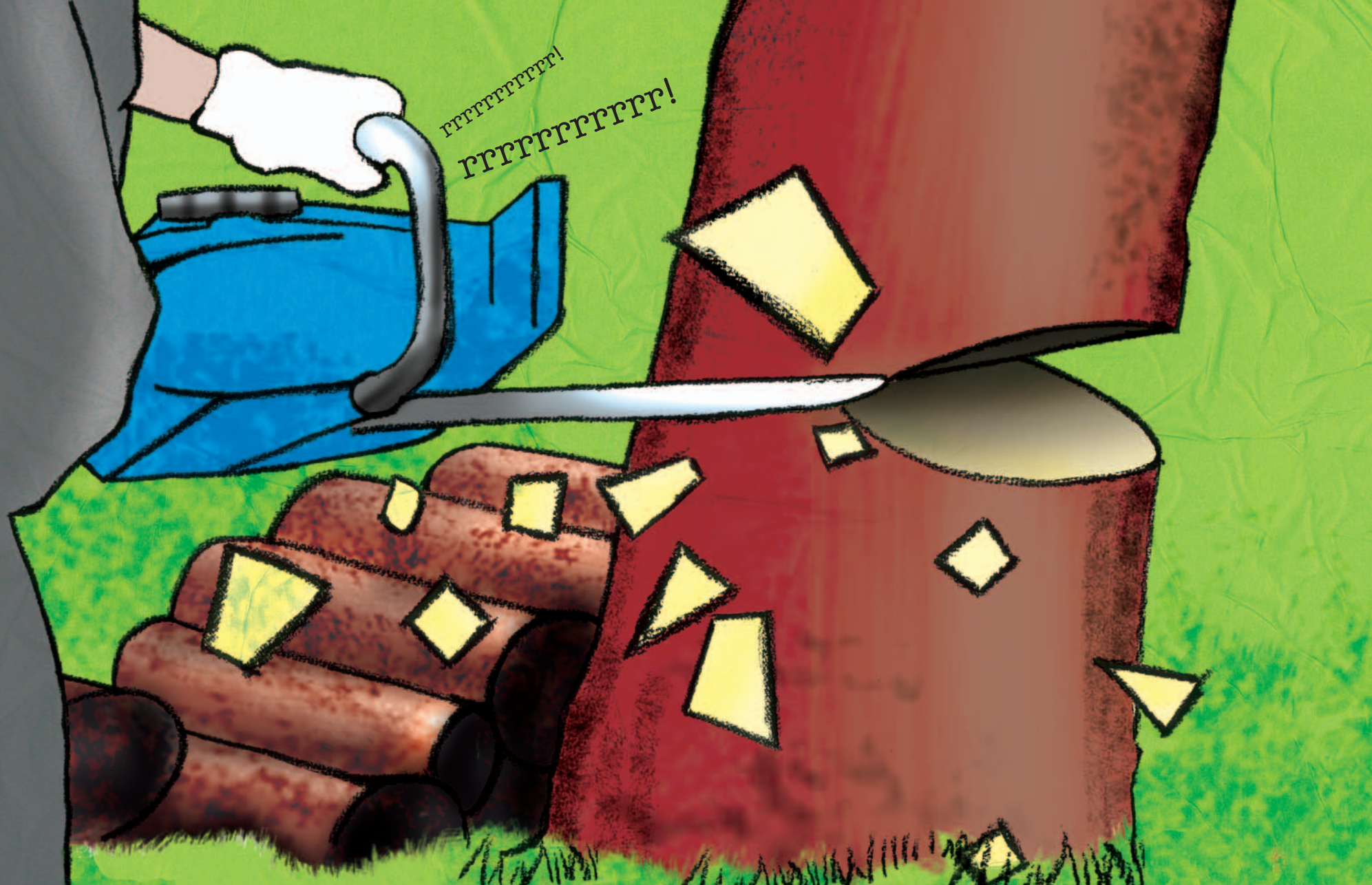
2 **PEFC** – Programme for the Endorsement of Forest
Certification Schemes Chain of Custody



From the Printer Back to Responsible Forestry Management

Two international organisations, **FSC**¹ and **PEFC**², lead the field in setting best practice standards and auditing. They ensure that forests are well managed from every aspect, and that a chain of custody is proven right up to the printed sheet – so guaranteeing your printed paper is created from legally harvested and **well managed forests**.

All companies in the chain of custody (all the links in the chain) are audited and then certified and regularly check-audited to ensure the veracity and truth of their system and products.



TIMBER!!!





The tree was going on a quest,
to a paper mill that was the **best**.
Only **special trees** could go,
From the forest where they used to grow.

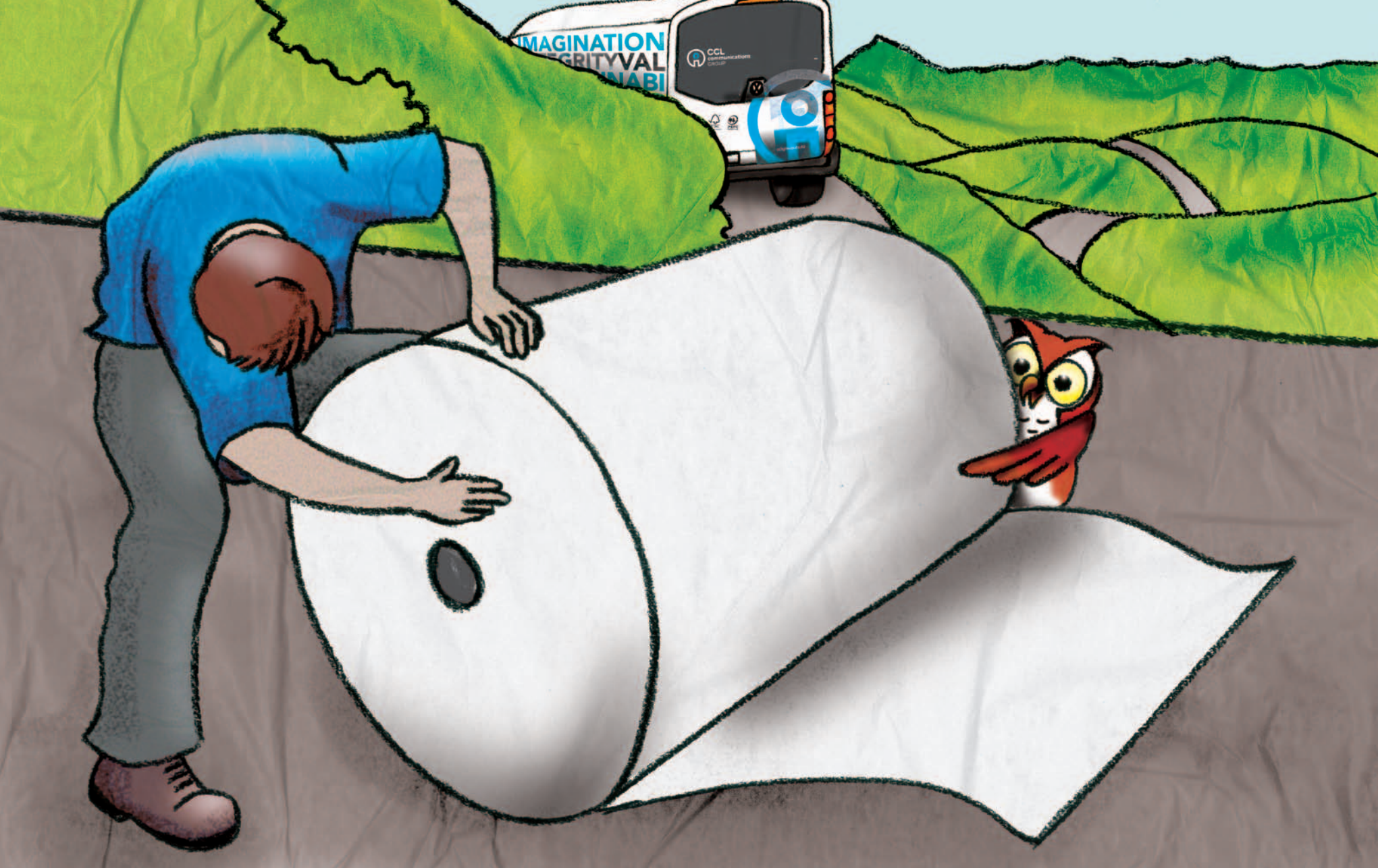


CCL Communications Group Leads the Field

In December 2007, **CCL Communications Group** became the first print company in New Zealand to obtain certification to both premier international standards, FSC, and PEFC.

This now gives you, the opportunity to brand YOUR print product with one of these international recognised standards.

This in turn allows us to signal, on your behalf, to your clients and the public that your organisation is environmentally responsible.




There he was made into paper,
an honour won, as none was greater.
Not just any paper, mind,
But paper of a special kind.



One Step Further

With our clients in mind,
CCL Communications Group
has gone a step beyond FSC
and PEFC certification...

We have aligned ourselves
to a supplier and substrate
choice that offers more; our
choice of paper stock will also
meet proposed Government
Sustainability Procurement
Policy bettering their
minimum specified star
rating requirement.





Now sit **close** and take a look,
and just think, when you held this book,
turned the page and began to read...
It all came from a little seed.



Your Choice

We can all carry on as before or
together we can take a low cost,
sensible stand for sustainability.

We have made our choice.
We have done the hard work,
obtaining comprehensive
certification to make your
choice easy, accessible and
beneficial.

**WE INVITE YOU TO JOIN US TO
MAKE A DIFFERENCE.**

Sustainability

Benefiting you and the environment

Environmental sustainability is becoming an ever increasing issue. At CCL Communications Group we have worked hard to become the first printing company in New Zealand to have been awarded both FSC and PEFC certification. This brings with it a “Chain of Custody”– which is the ability to track the paper we use back to well managed forests, from which it was legally harvested and milled.

By using our selection of FSC or PEFC paper stocks, you can have confidence that you’ll not only receive printing of the highest quality, but also be guaranteed that the paper used originated from a proven source.

Internationally, more businesses are choosing to use FSC or PEFC paper, not only for reasons stated but also as part of their risk management policy to avoid bad press related to unsustainable practices.

For CCL Communications Group, this commitment to sustainable print is only another stage of our continuing drive to remain at the forefront of the printing industry in New Zealand.





Sustainable choice of paper

CCL Communications Group's choice from Spicers Paper means this booklet is printed on a paper that enables us to brand it with the FSC logo and also meet the Government's Sustainable Star Rating requirement.








Sustainable choice of inks

CCL Communications Group's choice Inks are vegetable based. These offset process inks are based on renewable raw materials which are mineral-oil free.

Government Sustainable Print Procurement:*

Star Rating System (as published at the time of printing)

HOW STARS WILL BE AWARDED

 Mandatory	Documented evidence that all fibre used to make product was LEGALLY HARVESTED
	Bleaching by ECF, TCF or PCF – or unbleached (do not buy papers bleached with EC technology).
	Documented evidence that at least 70% of fibre used to make product was SUSTAINABLY GROWN AND HARVESTED.
	Paper life cycle impacts reduced at pulping and disposal stages by using at least 50% post-consumer RECYCLED fibre to make the product.
	Full paper life cycle impacts reduced and verified by an independent third party (Environmental Choice NZ or equivalent standards).
No Stars	Insufficient information provided

* Extracted from the Sustainable Government Procurement Project Category Reviews
Ministry of Economic Development www.med.govt.nz

The minimum requirement for Government Procurement of print will be three (3) out of the five (5) achievable stars. CCL Communications Group’s FSC or PEFC certified product will achieve the minimum or better it.

NOTE: CCL Communications Group’s approach for its clients supports the New Zealand Government’s declared commitment for sustainability and to be a leader internationally in the field.

If you would like to know more or take advantage of this early opportunity to contribute to sustainability then give us a call on:

+64 9 631 1400

cclgroup.co.nz

Latest Updates



The Natural Step

CCL Communications Group has participated in training provided by The Natural Step.
Visit: www.naturalstep.org/en/new-zealand

Eco Printing Awards 2008

Entries for this award were selected from around the world and judged by an international panel.

“The companies who were chosen as finalists were characterised by a many faceted approach to sustainability.” - International Panel Germany

CCL Communications Group was chosen as one of the ten international finalists from whom the winner was selected and was the only New Zealand print company represented in the finals.

**CCL Communications Group's
CERTIFICATIONS ARE:**



FSC

www.fsc.org

FSC®/COC-001160

This publication has been printed
on FSC certified paper.



PEFC™

PEFC/COC20022

Promoting Sustainable
Forest Management

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