



The Case for

# Australian-Made Copy Paper

**STAPLES** Advantage



**254,000  
TONNES**   
OF PAPER AND PAPER  
PRODUCTS ARE SENT  
TO LANDFILL PER YEAR

## Executive Summary

The much-hyped “paperless office” that was the buzzword of the recent years remains a myth. The reality is demand for paper remains high. Australians are using about 1.5 million tonnes of paper each year.<sup>i</sup> As a result of this paper consumption, an estimated 254,000 tonnes of paper waste ends up in landfill annually. Unsurprisingly, copy paper remains the largest component of solid waste generated by offices in Australia.<sup>ii</sup>

When it comes to copy paper, Australian organisations have strict objectives to meet. They are looking for a product that meets their requirements for high quality paper, but also need to attain environmental and sustainability objectives. Until recently, achieving one has meant sacrificing the other. But Australian-made copy paper is increasingly proving to deliver on both counts – and many more besides.

The real challenge lies in changing the mindset of procurement professionals. Despite consumer research showing a positive sentiment and preference towards buying Australian-made products, just 20 per cent of Australian companies have a firm policy of buying Australian-made goods wherever possible, and more than a third of companies have neither a policy nor preference for buying Australian-made goods. The main reasons for this are the perceived high price of Australian-made goods (21%), lack of availability (20%) and value (14%).<sup>iii</sup>

This report demonstrates how recent introductions to the market are overcoming the longstanding barriers of quality and price for Australian-made copy paper, and how it is carving its place as the paper of choice for leading Australian organisations.



## What is Australian-made?

According to independent research by Roy Morgan, a staggering 98.8 per cent of Australian consumers recognise the Australian Made logo.<sup>iv</sup> And that should come as no surprise; after all, the iconic green and gold “Australian Made Australian Grown” (AMAG) logo has been around for almost 30 years. Today it’s used by more than 2,000 companies on more than 10,000 products sold in Australia and around the globe.

The concept behind Australian Made is simple yet powerful. As the only registered country-of-origin certification trademark for genuine Australian products and produce, it is designed to help consumers choose products that are made or grown in Australia. Over the years it has come to be a highly recognised and trusted symbol for genuine Aussie products and produce. This comes down to the strict set of rules that govern the use of the AMAG logo.

While the AMAG logo was launched back in 1986 (by the then prime minister Bob Hawke), the growing import market means it’s never been more important to distinguish between those products that are truly made or grown in Australia, and everything else.

# Attitudes towards Australian-made

Buying Australian-made increasingly matters more to consumers. According to Roy Morgan Research, as consumers we are becoming more conscientious about buying local and do it regularly, even if it comes at a cost.

**55%** OF SURVEY RESPONDENTS SAID THAT  **BUYING AUSTRALIAN-MADE** HAD BECOME MORE IMPORTANT TO THEM IN THE PAST 12 MONTHS

Only 12 per cent of survey respondents said they would not buy Australian products if they were more expensive.<sup>v</sup>

At the same time, a survey among senior executives, middle and lower management was conducted to find out how companies approach the procurement and purchasing of Australian-made goods or supplies. As at 2013, only 20 per cent of Australian companies had a firm policy of buying Australian-made goods wherever possible, and over one-third (34%) had neither a policy nor a preference for buying Australian-made goods.<sup>vi</sup>

### So if consumers are placing increasing importance on buying Australian-made, why aren't businesses leading the way?

Their reasons came down to three key factors:



It follows, then, that if Australian-made copy paper is to earn its place in a purchasing program, it first needs to overcome these hurdles.



# A question of quality

When it comes to Australian-made copy paper, another barrier has traditionally been holding organisations back: quality.

Most Australian-made paper contains recycled content. While this should be perceived as an advantage for any organisation with a sustainability program, there are long-held concerns about what recycled content means for the quality of the paper. These concerns are well founded: twenty years ago, recycled paper was notorious for the issues of dusting, brightness, stiffness, jamming, toner adhesion, print quality and contaminants. However, despite the huge advances in the manufacturing and quality of recycled paper, many procurement professionals today still associate recycled papers with these issues.

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## Quality check

A wide range of high-quality recycled content papers is now available in Australia, thanks predominantly to improvements in waste paper recovery and manufacturing processes. Many of these papers are comparable in quality to non-recycled paper. For example, **Staples 100% Recycled Copy Paper** offers comparable whiteness, opacity, moisture and fluorescence to other premium quality copy papers. It's also suitable for all laser and inkjet copiers and printers, thereby overcoming another perceived limitation of recycled paper. And because it's produced in the Australian Paper's recently-opened Maryvale wastepaper recycling plant, the copy paper is made from 100% Australian recycled waste paper.

Australian Paper's Maryvale recycling plant is an excellent demonstration of how today's Australian-made recycled copy paper is exceeding quality standards. In addition to its innovative manufacturing processes, the plant sources supplies of premium post-consumer waste paper to ensure there is little to no difference in paper quality between recycled and non-recycled paper made in Australia.

Australian Paper also applies the same performance specifications when testing its recycled-content papers as with other papers, as shown below:

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## Quality testing



### Temperature and humidity

Immediately before any testing, the paper is measured to establish the temperature and humidity of the sheets. Low moisture and a stable temperature are essential for copying performance.



### Print testing

Immediately after manufacture, A4 samples from across the full width of the machine are cut for testing, which takes place in printers and copiers on site at the Maryvale Mill's dedicated Office Paper Testing Facility. Testing speeds range from 30 pages per minute (low speed) to 120 pages per minute (high speed). Paper is tested with mono and colour printing on both laser and inkjet machines, with stapling, double-sided printing and hole punching functions.



### Paper curl

After the ream is opened and before test printing takes place, paper is measured for paper curl and benchmarked against the industry standard chart. After test printing, the paper is again benchmarked for curl, measuring portrait and landscape, top and bottom sides of the sheet.



### Surface smoothness

The smoother the paper, the better the image. Rough paper produces reduced image quality in solids and halftones.



### Edge quality

Ensuring clean edges helps prevent multi-feeding and reduces dust and contaminant build-up, which can contribute to poor print quality and performance.

# Meeting sustainability goals

A growing number of organisations are committed to the procurement of environmentally and socially sustainable products. Within them, the C-suite is especially interested in sustainability efforts that require little investment but will resonate with their shareholders and customers. This is where Australian-made copy paper can make a difference.

Choosing Australian-made paper can have a significant impact on an organisation's sustainability and environmental goals. While some companies may want to apply the Life Cycle Assessment (LCA) to paper production and use, recognising how much impact Australian-made paper can have on sustainability goals starts with an understanding of the role of paper in the environment and an appreciation for the complexity of what makes Australian-made paper sustainable.

## Australian-made recycled paper reduces landfill

Paper disposed to landfill is a substantial contributor to methane gas, which has a global warming potential 21 times more damaging than carbon dioxide. Using Australian-made recycled paper, however, means less paper ends up in landfill. For example, Australian Paper diverts up to 80,000 tonnes of waste paper from landfill per annum through its Maryvale recycling plant.<sup>vii</sup> This is a saving of up to 200,000 tonnes of CO<sub>2</sub>-e per annum – the equivalent emissions of 83,300 cars.



\*Calculation based on data from the Australian Government's National Greenhouse Accounts Factors workbook. A Toyota Camry used as reference.

## Choosing Australian-made copy paper reduces transportation

The closer your materials to their destination, the lower the carbon footprint will be. Choosing Australian-made recycled copy paper has a significant impact on the supply chain, saving up to 1.9kg of carbon dioxide sea freight emissions per ream compared to recycled paper imported from Europe.<sup>viii</sup>



## Australian-made copy paper can be carbon neutral

Australian-made copy paper doesn't have to be manufactured from all-recycled content to contribute to a company's sustainable objectives. Some brands of paper are certified carbon neutral by Australia's government-backed carbon neutral certification standard, the National Carbon Offset Standard (NCOS). The program requires product manufacturing to fulfill three strict criteria:

1. Manufacturing has accounted for greenhouse gas emissions associated with the product's lifecycle via an independent audit.
2. Manufacturing has demonstrated an emissions reduction plan.
3. Manufacturing is offset by investments in greenhouse gas reduction projects.

For example, **Staples Carbon Neutral 20% Recycled Copy Paper** is an Australian-made all-purpose paper suitable for all printing and copying needs. The "20% recycled" comprises post-consumer recycled paper waste, while the non-recycled component is sourced from sustainably managed plantations and forestry operations. A comprehensive LCA of the product took into account the entire paper manufacturing process from the raw materials selection to the end of the product's lifecycle, including:

- The forests that provided the timber
- Techniques used to turn the timber in pulp
- Transportation links
- Manufacturing processes
- Customer supply components

Therefore, if the company's policy is to promote the reduction of greenhouse gases and other emissions from their supply chain, purchasing carbon neutral copy paper is a significant step.

## PRE-CONSUMER OR POST-CONSUMER WASTE?

Fibres for recycled content papers are sourced from 'pre-consumer' or 'post-consumer' waste. Pre-consumer material is diverted from the waste stream during a manufacturing process (but not by the paper manufacturer itself), while post-consumer\* waste is generated by consumers. All Australian-made recycled papers contain post-consumer recycled paper waste collected from businesses and households. Look for the post-consumer recycled content when making your decision – high is best.

\*Post-consumer as defined in AS/NZS ISO 14021:2000

## Close the loop on recycling

Australian businesses are generating an average of 1.7 tonnes of waste per employee, yet only about half of that is being recycled.<sup>ix</sup> However, employees want to do something about it. According to recent research by Planet Ark,<sup>x</sup> 80 per cent of employees in Australia would like to see more recycling in their workplace. Almost three out of four employees said that having recycling facilities at work makes them feel like they work for a responsible employer.

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While office paper has a recycling rate of 64 per cent, less than one in six reams of office paper includes recycled content. It's a combination of both office recycling programs and purchasing recycled content paper that completes the cycle for paper recycling in the office. Add to that the Australian-made factor, which we already know consumers recognise and look for in products, and organisations can successfully tick the boxes for their staff.

## Australian-made paper and sustainable forestry

Another important factor when choosing any copy paper is the ethical sourcing of fibre, or pulp. Leading organisations with sustainable paper procurement policies typically require their paper suppliers to document the sustainability of fibre sources through forest certification.

In Australia, the forest and wood products sector is an extremely highly-regulated industry, with sustainable timber harvesting of plantations and native forests governed by an extensive regulatory framework. The sustainable forest management (SFM) of native and plantation forests means carbon sequestration, which is the capture and long-term storage of atmospheric carbon dioxide, can be maintained or increased. The process of carbon sequestration helps minimise environmental impact by slowing or mitigating climate change.

Take Victoria, for example. With more than 7.8 million hectares of native forest, covering 36 per cent of the state, this natural resource provides a rich biodiversity habitat for flora and fauna, in addition to wood for sawmilling, furniture, construction, and the pulp and paper industries. According to VicForests - the state-owned business responsible for the sustainable harvest, regrowing and commercial sale of timber from public forests - less than 0.1 per cent of the 7.12 million hectares of publicly-owned native forest across the State is used for timber harvesting. In addition to this, timber produced from these forests which does not meet the high standard required for appearance and structural grade products goes towards the production of office paper. This makes the best possible use of timber which would otherwise be left to rot on the forest floor.<sup>xi</sup>

By purchasing only those paper products that come from certified fibre sources that meet high standards of sustainability, organisations can ensure they are contributing positively to their local natural environment. Australian-made copy paper suppliers can demonstrate their commitment to sustainability and compliance with sustainable forest practices, thereby protecting and promoting the long-term sustainability of the native timber industry as well as the environment.

### SETTING THE DIRECTION

Australian Paper is a key stakeholder of the Australian forestry industry and positively contributes to the future strategic direction of the industry through leadership in groups such as the Victorian Association of Forest Industries (VAFI), the Pulp and Paper Advisory Group (PPAG), the Australian Forest Products Association (AFPA), the Australian Forestry Standard (AFS), and FSC Australia.



# Supporting the Australian economy

Being a socially responsible organisation stretches beyond the natural environment; it includes factors such as the community and local economy too. By choosing an Australian-made paper, organisations are supporting the Australian economy and directly benefitting local industry.

## Supporting employment

With the Australian manufacturing sector continuing to experience significant job losses,<sup>xii</sup> purchasing Australian-made copy paper is an important step in supporting local employment. There are two sectors that directly benefit:

- Pulp, paper and converted paper product manufacturing sector
- Forestry and manufacturing sector

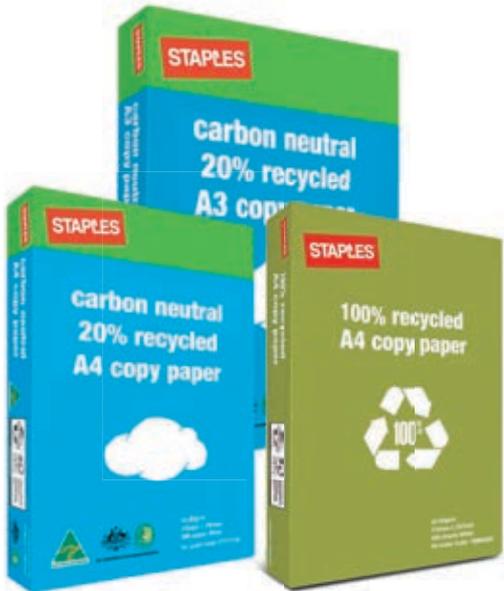
The Victorian timber industry alone employs around 21,000 people across the state in various fields.<sup>xiii</sup> The paper manufacturers add thousands more jobs to the total; Australian Paper currently has manufacturing operations in Maryvale and Preston, supporting nearly 6,000 flow-on jobs. Buying Australian-made recycled paper also supports the economy and diversity of secondary markets, while providing jobs in the recycling industry.

“It’s never been more important to purchase Australian-made and support the Australian economy.”

## Contributing to the Australian economy

Today’s global business environment means Australia is experiencing an influx of inexpensive imports, especially from nearby Asia. So it’s never been more important to purchase Australian-made and support the Australian economy. According to research by the Industry Capability Network,<sup>xiv</sup> for every \$1 million of new or retained manufacturing business in Australia, the economy receives the flow-on effects of \$333,900 worth of tax revenue generated, \$985,000 worth of value-added generated and the creation of 10 full-time jobs.

The positive effects of Australian-made copy paper on the economy are far reaching, starting with sustainable forestry management. Over the past decade, VicForests’ operations have generated more than \$1 billion in revenue, with almost all of this being injected back into the Victorian economy. The manufacturers themselves also have a positive impact on local and national economies; Australian Paper reported contributions of \$754.4 million to the Australian economy<sup>xv</sup> in 2013.



# Getting competitive on price

With the influx of cheaper goods from Asia and beyond, many Australian businesses are under immense pressure in the marketplace to keep the price of their own products down, which includes copy paper.

In the past Australian-made copy paper was perceived to be higher in price than its overseas competitors. However, improvements in manufacturing processes and growing product choice have resulted in Australian-made recycled copy papers that are more competitively priced compared to other recycled content papers on the market. This allows companies to make a positive impact on the environment and support the local economy without any negative impact on operational expenses.

## Conclusion



Price and quality have long been a hurdle for organisations, yet now these have been overcome, it's time for organisations to recognise that choosing Australian-made copy paper provides a tremendous opportunity to achieve lasting and beneficial change that extends beyond their own operations. It contributes towards sustainability programs, social responsibility goals and employee satisfaction inside the organisation, while supporting local employment, communities and the economy. Whichever way you look at it, choosing Australian-made copy paper is a decision based on good business sense.

*“Choosing Australian-made copy paper is a decision based on good business sense.”*

- i Australian Government Department of the Environment, National Inventory Report 2012, Volume 3
- ii Australian Government Department of the Environment, National Inventory Report 2012, Volume 3
- iii [http://www.australianmade.com.au/media/299174/1309\\_corporate\\_research\\_summary.pdf](http://www.australianmade.com.au/media/299174/1309_corporate_research_summary.pdf)
- iv <http://www.roymorgan.com/findings/australian-made-all-the-way-201305060449>
- v <http://www.australianmade.com.au/media/299171/1309%20Consumer%20research%20summary.pdf>
- vi [http://www.australianmade.com.au/media/299174/1309\\_corporate\\_research\\_summary.pdf](http://www.australianmade.com.au/media/299174/1309_corporate_research_summary.pdf)
- vii Australian Paper Sustainability Report 2013
- viii Australian Paper Sustainability Report 2013
- ix Planet Ark, [businessrecycling.com.au](http://businessrecycling.com.au)
- x <http://businessrecycling.com.au/media/media-releases.cfm>
- xi <http://www.vicforests.com.au/files/cjvxfzfn/Victoria%27s-Native-Timber-Industry-%28Jan-%2713%29.pdf>
- xii [http://www.aph.gov.au/About\\_Parliament/Parliamentary\\_Departments/Parliamentary\\_Library/pubs/rp/rp1415/Quick\\_Guides/Manufacturing](http://www.aph.gov.au/About_Parliament/Parliamentary_Departments/Parliamentary_Library/pubs/rp/rp1415/Quick_Guides/Manufacturing)
- xiii <http://www.vicforests.com.au/files/szvqsxdjtjv/FS-NativeTimber-WEB.pdf>
- xiv Industry Capability Network. Economic impacts of the manufacturing and services sectors 2008 ([www.icn.org.au](http://www.icn.org.au))
- xv Australian Paper 2013 Sustainability Report

**More information about Staples is available at:**  
**[staplesadvantage.com.au](http://staplesadvantage.com.au) or**  
**[staplesadvantage.co.nz](http://staplesadvantage.co.nz).**

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