



Kiwi company achieves global recognition in eco certification

Mon, 01 Sep 2008 05:32a.m.

Environmental Choice New Zealand has achieved recognition as a world leader in eco certification. + more»

DIGG THIS

YOUR SAY

DELICIOUS

NEWSVINE

Get latest video by email

BACK TO BUSINESS NEWS



ECNZ general manager Robin Taylor proclaims the news on TV3's first "Business" day of spring!

Our world-leading ecolabel

It's official – Environmental Choice is internationally acknowledged as a leading example of "world best practice". Tonkin & Taylor principal Marje Russ can take credit for spotting a report prepared for the British government and released last month, naming our New Zealand official "Type 1" ecolabelling agency as a world leader.

The UK Department for Environment, Food and Rural Affairs (Defra) mapped and analysed worldwide standards and methods used for measuring environmental sustainability of products. The report was prepared by British-based international consultancy Environmental Resources Management Ltd, the world's leading provider of environmental consulting services. (ERM employs more than 3,000 professionals in over 40 countries – 225 of them in Australia and New Zealand).

"The criteria are considered to represent best practice globally"

The report aims to evaluate and present to the British Government the world's best practice organisations in the certification of sustainability, as an aid to government procurement policy.

Considering 207 standards, databases and product lists globally, the research looked at the robustness of standards used for measuring sustainability, the range of criteria applied, and the methodology used. Those agencies with standards considered "ambitious" enough to warrant possible adoption by the UK were grouped as "Class 1".

Exceeding UK and European standards was a prerequisite for consideration.

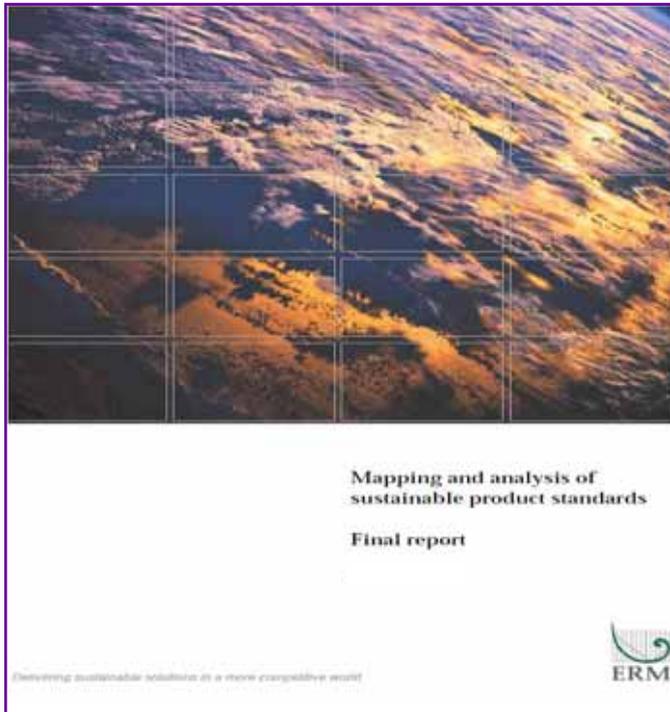
The study scored organisations for open and thorough consultation in developing standards, the frequency of updating them, backing by government, the strength of evidence collected for assessments, and the use of whole-of-lifecycle considerations.

Two of the world's best-known and most comprehensive ecolabels, the Nordic Swan and Germany's Blue Angel, were chosen along with the EU Flower as "Class 1" candidates. Fair Trade and Energy Star were other agencies selected as world leaders in the areas of food and office IT equipment. When it came to the selection of a world-class authority using furniture as a representative standard, the example chosen was Environmental Choice New Zealand.

The report states:

Of the nineteen standards assessed, eleven represent national labelling and certification schemes for furniture and fittings, seven of the labels are European in origin - and four represent international or European-wide schemes. The most significant are the FSC, Nordic Swan and Environmental Choice New Zealand, which serve as international best practice standards to which national labelling schemes should be referred.





the Environmental Choice process has been proven by this UK study to be tough, true, and transparent



Robin Taylor with Tonkin & Taylor's Marje Russ

The UK report also stated:

Initiated and endorsed by the New Zealand Government, Environmental Choice provides a credible and independent guide across a range of different product types, for consumers who want to purchase products with reduced environment impacts.

In New Zealand, Environmental Choice certification for furniture and fittings has been gained by Laminex, Nelson Pine and Southern Pine products, and other leading manufacturers are also engaged in the process. The study stated:

The criteria are considered to represent best practice globally in terms of the environmental performance of furniture, and its adoption would bring numerous environmental benefits as well as human health benefits to producers and consumers of furniture products. The standard takes a comprehensive view of the environmental issues posed by the manufacture of furniture and makes a credible attempt to address each of them in a way that few other global standards currently do.

When it came to locating a leading agency using paper manufacturing as a representative standard, New Zealand's Environmental Choice was again named in the trio of the world's best.

General manager of the label, Robin Taylor, says the ranking of our ecolabelling agency as one of the world's best practice certifiers of sustainability is of such significance that it uplifts our country's environmental reputation.

"This puts Environmental Choice on the map with organisations that are legendary for their commitment, their standards and depth of authority, and whose breadth of environmental certification shows the way forward.

"One of the criteria for belonging to this exclusive listing was that our standard should 'go beyond existing EU requirements'. It's very encouraging that New Zealand's official ecolabel outperforms international benchmarks. The Ministry for the Environment, which owns the label, has much to be proud of in Environmental Choice and the independent trust set up to administer it."

Methodology that did not display the same robustness as that found in Environmental Choice would have disqualified some self-claimed labelling agencies. This, says Robin Taylor, is an issue internationally, where market-driven private enterprise companies sometimes try to offer much less thoroughly substantiated "certifications".

"It is not sufficient to just put ticks in boxes and hold that up as some kind of environmental proof. Without mechanisms such as Global Ecolabelling Network peer review, third-party verified published standards, open industry consultation, and ultimately committed and innovative producers, the 'box tick' mentality has little chance of any really valid certification of sustainability that could be recognised internationally.

"Independently run by the NZ Ecolabelling Trust, the Environmental Choice process has been proven by this UK study to be tough, true, and transparent. It is gratifying to know we have been selected among the world's best."

A record number of companies (30) is presently registered for the assessment process for certification by Environmental Choice New Zealand.

Word spreads internationally

- Channel Homepages
- » Home
 - » edie Ireland
 - » Environment & Business
 - » Pollution Monitoring & Control
 - » Contaminated Land & Construction
 - » Water & Wastewater
 - » Waste & Recycling
 - » Climate Change & Energy

Eco-labelling wins international acclaim 20 August 2008

An eco-labelling scheme helping consumers in New Zealand choose recycled paper products and sustainable furniture has been backed by a Government on the other side of the world.



The UK's Department for Environment, Food and Rural Affairs (Defra) chose the *Environmental Choice New Zealand* scheme as an international model of best practice.

The scheme highlights paper products which use recycled or sustainable materials

The government-endorsed scheme certifies paper from recycled or sustainable sources, and tells shoppers whether sustainable wood has been used in furniture.

New Zealand Environment Minister Trevor Mallard praised the scheme, which is run by the independent NZ Ecolabelling Trust, after it was chosen by Defra as the best international guide for people buying furniture.

Site Sponsor



"This is a real feather in the cap of *Environmental Choice New Zealand* and helps reinforce New Zealand's clean, green brand internationally," Mr Mallard said.

He added: "The origin of the things we buy and whether or not they are produced in a sustainable way has become a global issue for many consumers and it is good to know New Zealand is at the leading edge of global developments in this area."

Defra picked out *Environmental Choice New Zealand* after studying 207 schemes used to measure environmental sustainability worldwide.

Your account

You are not logged in
» Log in here

free weekly newsletter

Why not register for your free weekly newsletter?

Related Media

- » Local Environmental Management & Quality of Life
Heidi Shaw, from Gifford, speaks about how environmental issues can affect people's quality of life as well as the responsibilities & options surrounding the topic.
- » Ghana's Environmental Protection Agency on the problem of WEEE

Environmental Data Interactive Exchange (Edie) is officially Europe's biggest environmental website, and the story above, released internationally by ECNZ, appeared in their most-read news items.

In the UK, Edie is the only independently audited website in the environment sector, with a proven 144,000+ unique visitors every month.

(http://www.edie.net/news/news_story.asp?id=15164&channel=0&title=Eco-labelling+wins+international+acclaim)

A brace of ministers



Hon Lianne Dalziel and Hon Trevor Mallard beside their respective ministry advisors Howard Markland (left) and Dana Petersen

The launch in Wellington of the government's ecolabelling guide proved to be a forum for the Ministers of Environment and Economic Development to applaud Environmental Choice and its world-leading status. ECNZ was the only label singled out in the ministers' speech.

The on-line tool brings together information on more than 200 ecolabels, including certifications and other claims used to describe the sustainability attributes of products, services and organisations. It provides summary information on each ecolabel, including who owns the label, where it is recognised, whether it is based on recognised standards and whether it is independently audited etc.

The directory does not rate the various certifications, but the Ministry hopes it will help New Zealanders make well-informed choices about sustainable products. As well as helping consumers and purchasers to understand ecolabels, it will help those producers and suppliers wishing to select credible ecolabels for their products and services. According to the MfE, Environmental Choice is the only "Type 1" officially-recognised ecolabel in New Zealand, and as such it leads the field.

The full and updated directory can be found at www.med.govt.nz/ecolabels.

Encouraging environmental youth



The label has been active recently in raising awareness of its existence and purpose with young people, and has plans to continue this forward-facing initiative.

Pictured above is the Environmental Choice-sponsored team from Victoria University School of Design that developed a 3D printer (shown right) using the sun's rays and reclaimed Resene paint to actually "print" objects. The creativity and enthusiasm shown by students and lecturer

was exciting, and follow-up enquiries to our media releases put several new sponsors in touch with the department for future projects.



Winning filmmakers Ross Inness McLeish, Oliver Neas, Jack Tippler

In addition, the Aotearoa Reel Earth New Zealand Environmental Film Festival established a relationship that rewarded three Nelson College film makers with a cash prize for making the best young people's film. Very practically, they also reduced their college's energy consumption by 15 percent along the way!

To view the sponsored winning film on YouTube, paste into your browser: www.youtube.com/watch?v=rjvmQf16k8Y

Environmental Choice has expressed its willingness to continue with these youthful creative ecological initiatives.

Label awareness survey

New licensee, SCA Hygiene, have been keen to benchmark awareness of the ECNZ label among their customers so that they are able to track the effect of specific advertising. Shawn Harvey, senior brand manager, says he was encouraged by the results. "We surveyed 500 respondents and the results are interesting. Two in five (41%) are aware of the Environment Choice tick (when shown the image of the symbol) and 31% claim to be aware of it's meaning. These are much, much higher than I expected.

Over half (55%) think that the tick would encourage purchasing of Purex, so the Environment Choice tick does appear to have an ability to influence behaviour."

The label is keen to build research on the effectiveness of the label, so this is valuable information, and our thanks go to SCA for sharing their information.

Revised standards

One of the laudable aspects of a Type 1 ecolabel is its regular revision of standards and the inclusion of industry in the process. We have recently published draft standards revisions or new standards for comment as follows:

EC-40-08 Painting Contracts

EC-42-08 Cement

EC-43-08 ReadyMix Concrete

EC-39-08 Printed Matter

Open for submission now are also:

EC-07-08 Paints (deadline 19 September 2008)

EC-39-08 Printed Matter (deadline 26 October)

To read the detailed specs please go to:

http://www.environmentalchoice.org.nz/draft_specifications.html

We are always pleased to receive enquiries, especially relating to our umbrella *Environmental Leadership Products and Services*, where cost sharing can expedite new industry standards.

Margie's men

Sustainability advisor for Ricoh, Margie Barriball, seems to have a knack of gathering up athletic males, whether it be diving for sunken trash in Wellington harbour, or in this case pedalling on World Environment Day. Andy Haydn, Rodney Hyde, Glen Osborne, Frank Bunce, Tina Cross, Candy Lane, and Shane Cortese were among those press-ganged (okay, so not all male or athletic!)

Margie reports:

"The requirement by Ricoh Japan is for every subsidiary to do some event or activity related to energy conservation on the day and most, as we have in the past, have opted for the simple route of turning the lights off for an hour to save electricity.

This year the idea was to Generate our Own Electricity.

"The project required purchasing an exercycle and coupling a small generator onto it. By pedalling the exercycle the generator produced power that charged a battery pack. The power from the battery was then fed through an inverter to create



the 240V AC current required to power the printer. And it was a blazing success!"

A large number of staff did their bit to generate a few watts and, while people were riding, a digital photo was taken of them on the "Rico Power Cycle" that was added to a certificate and printed out using the power they had helped generate. In addition a number of invited customers and celebrities also joined in the fun.

For those peddlers who chose to there was a 3 Minute Watt Challenge to see who could generate the most watt hours over a three minute period. "The winners on the day were an ex All Black and an RNZ salesperson both generating 3.6 watt-hours," says Margie.

The event also drew attention from media and made the TV3 Sunrise morning TV programme.

For now the Power Cycle remains available to staff and visitors to the Auckland Head Office building to use for exercise and to generate electricity, and the printer remains connected to the main network

Above (l to r): Ricoh marketing manager Murray Clark, Shane Cortese and Ricoh MD Michael Pollock

Participants all learned:

It takes a considerable amount of effort to generate even a small amount of power

A real appreciation for just how much power we consume and how fortunate we are to have that resource.

That we should be conscious of conserving power (otherwise we will all need to be on a Power Cycle every day!)

Other benefits were:

We generated a small amount of power that saved the company the cost of the electricity to run the printer (and a laptop)

Staff did something that was good for their health and level of fitness.

Media promotions

THESE INNOVATORS ARE YOUR ENVIRONMENTAL CHOICE

Trusted international and New Zealand brands and companies with the green and black symbol of Environmental Choice have proved that their certified products are better for the environment. Their competitors without the Environmental Choice label may not be able to offer you such resolute proof.

Every claim, every process, has been rigorously examined and independently validated according to full lifecycle principles, from formulation to eventual recycling or recovery.

Only Environmental Choice asks all the tough questions, and proves the answers. So when our unique mark is finally awarded, you know who to trust.

The certified products of these innovative companies should be at the top of your list for environmentally responsible purchasing.

Environmental Choice is operated for the government and people of New Zealand by the independent New Zealand Ecolabelling Trust.

Environmental Choice New Zealand
P.O. Box 56-533, Dominion Rd,
Auckland 1446; Tel: 09 845 3330
www.environmentalchoice.org.nz

In August we were Silver Sponsor of Idealog magazine's inaugural 40-page EcoInnovator publication. This put our full page advertisement in front of delegates to the 4th Australia-NZ Climate Change and Business Conference, opened by prime ministers Helen Clark and Kevin Rudd.

New web interface

With the increasing number of consumer products (retail and trade) achieving certification, it has been decided to develop a second interface for the label on the Internet. www.environmentalchoice.org.nz is a new URL which is being configured to more easily answer the question "what products are certified?" for those wishing to make a more ecologically satisfactory purchasing decision.

At present the new URL simply duplicates the existing site, but over the coming months it will be made more graphical and will drive searchers more directly to easily understood product groupings and then on to the certified branded products. Deeper levels of enquiry will divert people seamlessly to the specifications already detailed on the existing site www.enviro-choice.org.nz, or to individual licensee sites for specific brand information.

The new magazine also went to delegates at the Clean Billions Conference, to all Idealog readers and another 2000 sustainability leaders including MPs. The total distribution was 17,000 well-targeted readers. Web material was in support with a link to the ECNZ website on all on-line pages. There was no cost to licensees for this exposure.

In October we are presenting an 8-page stitched-in mini-magazine within Good magazine, which has had one of the most impressive uptakes of any new magazine recently. The innovative licensees who decided to join us in this were Autex Industries (GreenStuf), Cavalier Bremworth, SCA (Purex) and Tasman Insulation's Pink Batts Ultra.

As every media opportunity arises it is carefully tested for value-for-money and for likely impact on our primary business-to-business and business-to-government audiences. When ecologically-themed opportunities arise in more general media, the same tests are applied but we also consider the increasing number of consumer brand licensees, and the overall awareness and value enhancement of the label itself.

We are aware that many budgets are set quite tightly and well in advance, so it is

always appreciated when licensees can add momentum to the commitment ECNZ makes practically every day in maximising editorial, advertorial and advertising exposure.

ECNZ web developer, Berthine Bruinsma of Ownworld Ltd, a committed environmentalist, is excited at the prospect of a more dynamic and colourful on-line identity for the label. "While licensees were almost totally business-to-business, or business-to-government, our web focus had had to be exclusively on detail and evidence. Now we will be able to promote a 'shop window' which adds attraction to information. Keeping the existing URL almost as a 'trade entrance' will satisfy the needs of procurement professionals, and will be the place where those who wish to review draft specifications may still go to formulate their inputs."

The new site will also allow us to track more directly the trade versus retail enquiries, and assist in the evaluation of advertising effectiveness.

A building industry turning point?



The ecologically rewarding concept of refurbishing or building a home and office primarily with Environmental Choice-certified products came several steps closer over last winter. The list of licensed companies grew to include more suppliers of insulation, building materials, imaging and office equipment. According to label manager Robin

Taylor, the choice of building and office materials that are proven environmentally preferable is now reaching a point where, from the sustainability aspect, it would be difficult to justify the use of non-Environmental Choice products in some areas.

Materials certified by the country's official ecolabel now include mouldings, jambs and panels, insulation, paints, culvert pipes and fluming, carpets and other floor coverings, and compost and recycling bins. A draft standard to include cement and concrete is presently open for comment, further reinforcing Robin Taylor's viewpoint.

Meet some of our newer family members below.

Stuf-ed PETS

"GreenStuf" ceiling insulation pads and blankets have received certification. They are made from thermally bonded polyester fibre by Autex Industries, part of the New Zealand owned Autex Group, which is the largest polyester insulation manufacturer in Australasia. National sales manager Robert Croot says the insulation offers architects, designers, developers, builders, and home-owners a high-performance alternative for residential, commercial and industrial applications. "GreenStuf thermal insulation is a non-irritant, non-toxic and non-allergenic alternative. There are no chemical binders or retardants added therefore the products are completely safe - forever."

Robert Croot says that, like all Autex Insulation products, GreenStuf contains previously recycled fibre (from PET plastic) and remains completely recyclable indefinitely. "Our ECNZ certified products contain a minimum of 45% previously recycled fibre, and some of our products contain up to 70%. All are manufactured under a zero waste policy where off-cuts and waste are re-processed back into the production process." The Autex products are backed by a 50 year manufacturers' warrantee.



"Autex is committed to sustainability and doing our part to ensure a bright future for New Zealand and our planet," says Robert Croot. "Environmental Choice certification of our GreenStuf products is an important first step for formal recognition of the environmental standing of our products. We are currently working on further developments that will see the Autex stable of ECNZ certified insulation products extended to provide even greater choice."

Three shots at Canon grant

Applications have just closed for the Canon Environmental Grant for 2008, which will gift three lots of \$5,000 worth of Canon product and/or business solutions to facilitate projects that will have a positive impact on New Zealand's Environment.

The \$15,000 grant for 2007 went to the New Zealand Centre for Conservation Medicine (NZCCM), which operates within the Auckland Zoo. The equipment selected by NZCCM, the world's first national centre for conservation medicine, included a professional High Definition Video Camera which is being used for many situations, including non-invasive monitoring of animals in low-light environments, such as kiwi monitoring.

The company in New Zealand was established in 1991, though Canon products have been available in the country for almost four decades. Canon employs around 270 people in 13 locations throughout New Zealand, and is a wholly-owned subsidiary of Canon Australia, which in turn is owned by Canon Incorporated, one of the world's top 70 companies.

In 1990, Canon introduced the world's first toner cartridge recycling programme: no part of the toner cartridge makes its way to landfill and more than 50% of the components and materials are re-used in making other products. Canon Oceania's recycling goal is "zero waste to landfill".



Craig Manson, Canon NZ Managing Director

Canon has established a global plan focused on three core elements to achieve their environmental and sustainability goals:

- global warming prevention and energy efficiency
- resource efficiency
- elimination of hazardous substances

Craig Manson, Canon New Zealand's Managing Director says that while the previous environmental grant of \$15,000 afforded groups a wide range of helpful Canon products, feedback from past recipients suggested there would be more value in sharing the grant among three organisations. The winners will be announced in late October.

Sweet insulation

Bradford Gold wall and ceiling insulation has been certified, adding to the choice of insulation materials available. CSR is Australia's largest sugar producer, beginning that history in 1855.

It is still a major ethanol producer, and has diversified to include the New Zealand company Pilkington Glass.

It entered the insulation industry in 1959 by acquiring an interest in Bradford Insulation, a manufacturer of rockwool insulation products since 1934. Glasswool insulation manufacture began in 1969. Bradford commissioned its state-of-the-art glasswool plant at Ingleburn, New South Wales, in 1990.

Insulation materials approved by the ecolabel encompass polyester and glass fibre or glass wool. Bradford glass wool is made from up to

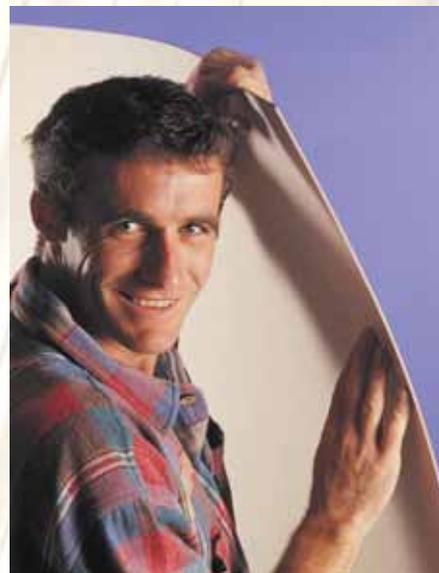
80 percent recycled glass. Bradfords place high importance on the energy-saving contribution that building insulation can make to our sustainability.

Nelson Pine gains the edge

Established in 1986, Nelson Pine Industries Ltd is one of the world's largest single site producers of medium density fibreboard. GoldenEdge MDF is exported to markets around the world to meet the needs of kitchen and furniture manufacturers, joinery companies and builders.

Sales and marketing manager Paul Dalzell is busy adding our ecolabel to all the certified product promotional material, as he sees benefits further along the supply chain for his company's customers. "We see the NZ Environmental Choice certification as a point of difference for GoldenEdge MDF products," he says.

Paul is also keen for other companies to enjoy the "golden edge" in dealings with the country's biggest buyers. "It will enable our New Zealand customers to receive favourable consideration when tendering for government and other projects that specify products that carry NZEC certification."



175,000 hectares of sustainable radiata pine forests provide Nelson Pine Industries with the raw material needed to manufacture their product range. (Sustainable radiata pine forests reach maturity in around 25 years compared with 200 years for tropical hard woods.) Nelson Pine takes the environment seriously, says Paul, with production processes in place that minimise dust, water use, effluent and noise. "About 70% of the energy used on site is generated by burning wood waste in high efficiency furnaces, while the remainder is from electricity."



Since the mid 1980s Nelson Pine Industries has been significantly reducing formaldehyde levels in GoldenEdge MDF. One of their kitchens is pictured above.

A Premium advantage

Premium Flooring markets an extensive range of floor coverings, including Lees Encycle modular carpet tiles.

Rachel Alexander, the company's environmental leader, believes the label certification has a lot to offer Premium Flooring.

"Having the Environmental Choice Certification on our carpet tiles has been a huge benefit to our company. Environmental Choice NZ is fast becoming one of the most recognized and trusted certification with in the NZ Green Star rating tool. Architects and designers know when they specify our product they can gain the maximum points available for their Green Star project. This is a huge advantage and in many cases you can't even get a foot in the door without the certification.

"Having our carpets certified by Environmental Choice NZ sets us apart from our opposition.

These days it is simply not enough to claim your product has superior environmental performance you have to show your claims are independently certified. While many products claim some aspect of superior environmental performance only products with an independent certification can be trusted. Many focus on one particular environmental attribute neglecting other real issues. Environmental Choice takes more of a holistic approach so you know a product isn't excelling in one area and under performing in another."

RTS Imaging to the rescue

Cartridge Rescue™ is RTS Imaging's dedicated empty cartridge recycling service. Established for over 15 years Cartridge Rescue™ has rescued and re-used over 2.5 million cartridges. This division of RTS Imaging provides an important step in the company's Environmental Re-Use story, says General Manager Michael Lane.

"We are proud holders of ISO9001 and ISO14001 and are ITC accredited. Obtaining Environmental Choice is further vindication of our commitment to reduce the environmental impact of laser toner cartridges in New Zealand without compromising product quality. It further assists our customers to identify that our product is less harmful to the environment than similar products."



In working towards zero-waste-to-landfill, the company has set specific objectives and measures for each waste stream. These include:

- To ensure a minimum of 90% of all returned cartridges are re-used in the manufacturing process. (Presently 92% is being re-used).
- To recycle all the unusable aluminium photoconductor drums (OPD). This has been achieved with approximately 25 tonnes per annum being diverted from landfill.
- To recycle all unusable flexible plastics, paper and board products. This has been achieved with approximately 130 tonnes per annum being diverted from landfill.
- To recycle unusable ferrous metals. This has been achieved with approximately 28 tonnes per annum being diverted from landfill.

Recycling of rigid plastics program has commenced with a third party recycler to convert rigid plastics into recycled products.

A programme has commenced with a third party recycler to convert toner waste into recycled products. The objective is to recycle 100% of all toner waste, by the end 2008.



Southern Pine

Southern Pine Products has been awarded the Environmental Choice label for its range of Eco.Edge Mouldings and Jamb.

Southern Pine Products (S.P.P) was established in 1999, and has grown to become the largest manufacturer and distributor of finishing timber products in the New Zealand market, says the company.

S.P.P is a vertically integrated company, from its sawmill and processing plant on the West Coast of the South Island, through a manufacturing operation in Christchurch to distribution centres in Christchurch and Auckland.

S.P.P distributes a diverse range of timber products, including Eco.Edge mouldings and Jamb, which it manufactures on its Christchurch site.

Eco.Edge Mouldings and Jamb are made from premium moisture resistant EO MDF, which means they are low in formaldehyde. These products are available through major retail and merchant outlets such as Placemakers, ITM and Mitre 10.

SCA sales seminar

GM Robin Taylor and communications adviser Michael Hooper were recently invited to a sales force seminar for licensee SCA, where Robin explained the significance of Environmental Choice to a very keen team.

Equally valuable was the opportunity for us at ECNZ to learn more about the product processes and environmental commitment of the company. Australia-based sustainability manager for the SCA, Andrew Taylor, unravelled a lot of the jargon used to describe the sustainability issues in paper production says Michael. "Many people understand the absolute proof that the

Environmental Choice label signifies, but there is plenty of room for greenwash in the other terms that can be found on some paper. For instance, it is useful to have a basic understanding of the difference between ECF (elemental chlorine free – uses chlorine dioxide), TCF (totally chlorine free) and PCF (process chlorine free).

"Andrew spoke clearly of these issues and of waste management and recovery, and described the different methods of pulping and their efficiency. He also gave an educational insight into the degree of understanding that supermarkets have of sustainability, in his experience."



There are ten aspects of sustainable production that purchasers should query when buying paper, says Andrew:

- Pulp: is it legally and sustainably harvested?
- Is it really recycled?
- Is manufacture independently accredited?
- Is the product independently accredited? (as with ECNZ)
- Waste use and disposal
- Carbon efficiency
- What chemicals are used?
- How open is the company?
- What is the waste at the point of use?
- How does the product work – how much do you use?

Comparison charts

The high-profile listing of our New Zealand ecolabel in Europe has drawn attention to the "world best practice" quality of the assessments and specifications examined by ERM. For the full picture on how ECNZ stacks up, visit the website and check the comparison charts with the specifications in use by other members of the Global Ecolabelling network (GEN).

http://www.environmentalchoice.org.nz/published_specifications.html

The charts completed to-date are for sanitary paper, all cleaning products, and office paper and stationery, and the range will ultimately expand to cover all specifications.

Comparison of Environmental Choice New Zealand (ECNZ) specification for office paper and stationery with other GEN member standards for similar products.

	Australia (Green Mark)	Australia (Green Tick)	Norfolk	EU	Japan	Germany	Hong Kong	Canada	US	Korea	Singapore	Taiwan
Legal	Product must meet all environmental legal requirements	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Flow source	All origin fibre legally sourced	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	All natives from FSC or equivalent	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Allows for a combination of recycled, FSC sourced and waste fibre	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Procurement & reporting programme for fibre sourcing	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	No chlorine gas bleaching	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Health & substance	Limits on hazardous substances in dyes & coatings	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Restrictions on chemical hazardous to human health	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Restrictions on chemical hazardous to the environment	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Process emissions	Restrictions on emissions to water	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Restrictions on emissions to air	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Waste & Energy	Waste management & reporting	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Energy management & reporting	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Packaging	Plastic recyclable	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	No PVC	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Cardboard 80% recycled content	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Product	Fit for purpose	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Additional Criteria in other Schemes but not in ECNZ	Complete ban on chlorine	•	•	•	•	•	•	•	•	•	•	•
	No optical whiteners/ brighteners	•	•	•	•	•	•	•	•	•	•	•
	Restrictions on residual monomers classified as environmentally harmful	•	•	•	•	•	•	•	•	•	•	•
	Restrictions on wet strength agents	•	•	•	•	•	•	•	•	•	•	•
	Restrictions on metals in packaging	•	•	•	•	•	•	•	•	•	•	•

References:
New Zealand - ECNZ: Office Paper and Stationery, EC 20-02 (2007)
Australia - GSCA: Office Paper (GSCA 2005 Revised May 2008), GSCA Paper Products, GSCA 2008 - review draft only
Norfolk: Norfolk Green Tick, Version 1.0 (October 2007), Paper Products - Chemical Wash, Version 1.0 (October 2007), Copy and Printing Paper - Supplementary Module, Version 1.0 (March 2008) (not used)
EU - EU Flower: Copying and Graphic Paper, 2002/24/EC (2002)
Japan - Eco Mark: Printing Paper, No. 107, Version 2.0, Paper for Communication, No. 108, Version 2.0
Germany - Blue Angel: Printing and Publication Papers primarily made of waste paper, BML 42 24 (February 2007), Recycled Paper, BML 42 25 (December 2007)
Hong Kong - Green Label: Photocopying Paper, G1-000-000 (June 2005), Photocopying Paper with Recycled Content, G1-000-000 (April 2005), Paper Envelopes with Recycled Content, G1-000-000 (April 2005), Note Pad with Recycled Content, G1-000-000 (April 2005), Paper File Folder with Recycled Content, G1-000-000 (April 2005)
Canada - Environmental Choice: Printing & Writing Paper, ECD-027 (1998), Uncoated Mechanical Printing Paper, ECD-028 (1998)
US - Green Seal: Office use papers from recycled paper (50% recycled), Stationery Papers, G15-000-000 (1998), Office Automation Papers, G15-000-000 (1998)
Singapore - Green Label: Stationery Papers, G15-000-000 (1998), Office Automation Papers, G15-000-000 (1998)
Taiwan - Green Mark: Office use papers from recycled paper (50% recycled), Stationery Papers, G15-000-000 (1998)
Korea - Eco Label: Stationery Papers, G15-000-000 (1998)
Singapore - Green Label: Stationery Papers, G15-000-000 (1998)

• = equivalent requirement to ECNZ
 ✓ = similar requirement to ECNZ
 ● = not requirements but not equivalent to ECNZ and generally less stringent
 • = requirement included in other specifications

This document has been prepared to provide a simple overview visual comparison between specifications. Detailed information on the requirements is available in the referenced documents. Date: July 2008

Comparison of Environmental Choice New Zealand (ECNZ) specification for sanitary paper with other GEN member standards for similar products.

	Australia (Green Mark)	Australia (Green Tick)	Norfolk	EU	Japan	Germany	Hong Kong	Canada	US	Korea	Singapore	Taiwan
Legal	Product must meet all environmental legal requirements	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Flow source	All origin fibre legally sourced	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	All natives from FSC or equivalent	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Allows for a combination of recycled, FSC sourced and waste fibre	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Procurement & reporting programme for fibre sourcing	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	No chlorine gas bleaching	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Health & substance	Limits on hazardous substances in dyes & coatings	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Restrictions on chemical hazardous to human health	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Restrictions on chemical hazardous to the environment	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Process emissions	Restrictions on emissions to water	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Restrictions on emissions to air	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Waste & Energy	Waste management & reporting	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Energy management & reporting	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Packaging	Plastic recyclable	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	No PVC	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Cardboard 80% recycled content	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Product	Fit for purpose	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Additional Criteria in other Schemes but not in ECNZ	Complete ban on chlorine	•	•	•	•	•	•	•	•	•	•	•
	No formaldehyde bleaching agents	•	•	•	•	•	•	•	•	•	•	•
	No optical whiteners/ brighteners	•	•	•	•	•	•	•	•	•	•	•
	Complete ban on fragrance	•	•	•	•	•	•	•	•	•	•	•
	Restrictions on wet strength agents	•	•	•	•	•	•	•	•	•	•	•
	Restrictions on leachate from recycled fibres	•	•	•	•	•	•	•	•	•	•	•
	No antibacterial agents	•	•	•	•	•	•	•	•	•	•	•
	100% recycled cardboard	•	•	•	•	•	•	•	•	•	•	•
	Optimised packaging	•	•	•	•	•	•	•	•	•	•	•
	Restrictions on metals in packaging	•	•	•	•	•	•	•	•	•	•	•

References:
New Zealand - ECNZ: Sanitary Paper Products, EC 13-02 (2007)
Australia - GSCA: Sanitary Paper Products, GSCA 13 0207 (Issued October 2007)
Norfolk: Norfolk Green Tick, Version 1.0 (October 2007), Paper Products - Chemical Wash, Version 1.0 (October 2007), Tissue Paper, Version 1.0 (March 2008) (December 2007)
EU - EU Flower: Tissue Paper, 2002/199/EC (2002)
Germany - Blue Angel: Sanitary Paper Products, BML 42 5 (February 2002)
Japan - Eco Mark: Sanitary Paper, No. 108, Version 2.0
Hong Kong - Green Label: Toilet Paper, G1-000-000 (April 2005), Paper Towel with recycled content, G1-000-000 (April 2005)
Canada - Environmental Choice: Toilet Tissue, ECD-080 (1998), Facial Tissue, ECD-081 (1998), Table Napkins, ECD-082 (1998), Kitchen Towels, ECD-083 (1998), Hand Towels, ECD-084 (1998)
US - Green Seal: Tissue Paper, G15-000-000 (1998), Paper Towels and Paper Napkins, G15-000-000 (1998)
Korea - Eco Label: Toilet Paper, E1301, 2000
Taiwan - Green Mark: Toilet papers from recycled paper, Criteria No. 3
Singapore - Green Label: Paper Napkins, G15-000-000

• = equivalent requirement to ECNZ
 ✓ = similar requirement to ECNZ
 ● = not requirements but not equivalent to ECNZ and generally less stringent
 • = requirement included in other specifications

This document has been prepared to provide a simple overview visual comparison between specifications. Detailed information on the requirements is available in the referenced documents. Date: July 2008

And finally...

Our compliments to Cavalier Bremworth for the creative adoption of nature themes in a series of retail promotion pieces such as the koru tick to the right.

Ingredients that are kinder to the environment:

CAVALIER BREMWORTH THE BREMWORTH COLLECTION

ENVIRONMENTAL CHOICE NEW ZEALAND

Leaving a gentler footprint with every step.