GTAA Partners in Project Green
A PEARSON ECO-BUSINESS ZONE

Cascades Fine Papers Group
Green Procurement

CASE STUDY

ABOUT CASCADES

Founded in 1964, Cascades has been manufacturing packaging and paper products for over 45 years, with a focus on using recycled fibres. Cascades has production units operating in both Europe and North America, employing 11,000 workers in over 100 facilities worldwide. Cascades is responsible for processing recycled fibres in its own mills to create fine paper based products which yield over 85 per cent fewer carbon emissions than their competitors in the North American market.

LOCATION

ADDRESS: 525 Abilene Drive, Mississauga, Ontario
HEAD OFFICE: 2 Rolland Avenue, Saint-Jérôme, Quebec
PHONE: 1-800-567-9872
WEBSITE: www.cascades.com/papers

GREEN PROCUREMENT - GREENING YOUR SUPPLY CHAIN

Cascades is known for its leadership role in promoting sustainable development and is an active participant in reducing emissions into the air and water. While practicing the 4 R's — reduction, reuse, recycling and recovery — the company constantly seeks to identify and implement improvement opportunities which align with the company's greater goals of sustainable development. As a product manufacturer, Cascades has also made tremendous efforts to keep employees, customers, and the public informed about their environmental performance. The company goes beyond just offering manufactured products; they also provide seminars and online resources for businesses and consumers to help reduce their environmental impacts.

In 2011, Cascades completed a Life Cycle Assessment (LCA) of the environmental impact of their fine papers in comparison to the North American industry average. The assessment was third-party validated to ensure transparency and adherence to rigorous standards. The science has spoken and the results are impressive: Rolland Enviro100 has the smallest environmental footprint, followed by Rolland Opaque50, which has a smaller footprint than the average for virgin and 100 per cent recycled papers. Rolland Enviro100 and Rolland Opaque50 were each found to have a much smaller impact, 68 per cent and 46 per cent, respectively, as compared to the generic North American papers. These outstanding results are primarily due to the types of energy used as well as the use of recycled fibres.

Figures 1 and 2 are taken from the 2011 Life Cycle Assessment and show some of the relative environmental impacts of Cascades products versus average North American fine paper products.

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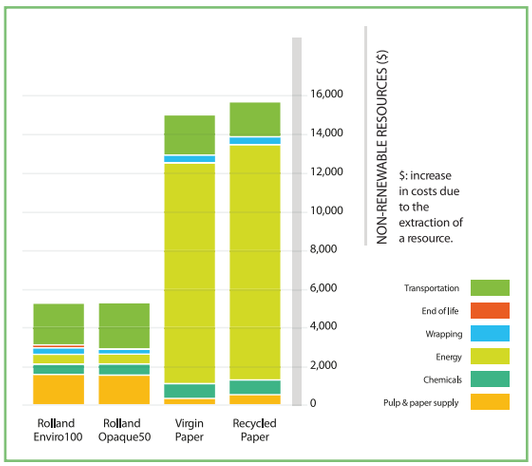

Figure 1: Damage to natural resources, which results from the depletion of non-renewable fossil fuels and minerals.

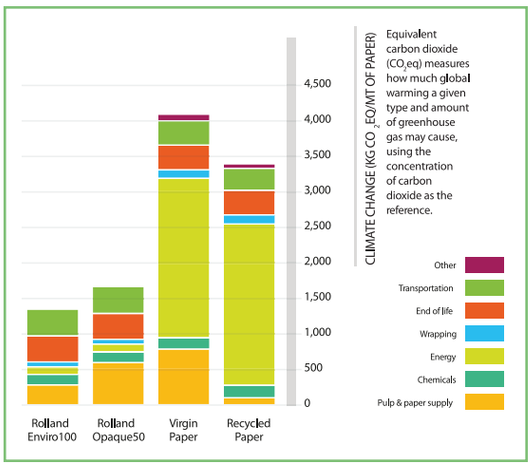

Figure 2: Impact on Climate Change: Energy type is the main influence for this indicator for pulp and for paper manufacturing.

PAPER'S LIFE CYCLE – "YOUR BLUE BIN IS OUR FOREST"

In 2010, Cascades used 2.6 million short tons of recycled fibres for manufacturing purposes, which is the equivalent of saving more than 44 million trees.

Cascades Recovery Inc. assists customers on a regional and municipal level with the collection of paper, cardboard and other discarded materials. With 21 sorting centers in North America, it is Canada's largest collector and processor of discarded materials, and two-thirds of the raw material that Cascades uses comes from their own recycling facilities. As Bernard Hellen, Business Development Manager at Cascades Fine Papers Group, notes, "In this story of making paper out of paper, your blue bin becomes our forest."

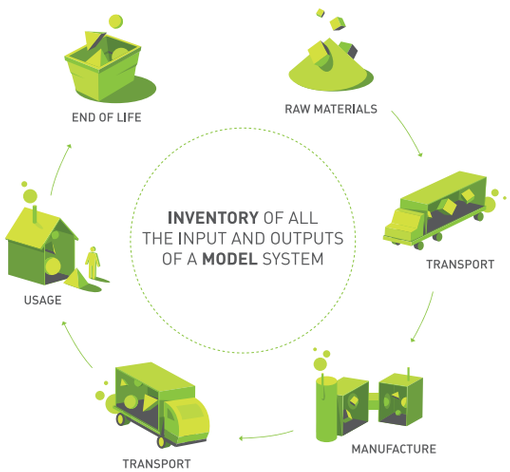

Figure 3: Life Cycle of Fine Paper Products

Cascades provides solutions to what they identify as a paradox of the recycling industry: "Why do we recycle, but then fail to use products made with the recovered materials?" Cascades Fine Papers Group seeks to close the life cycle loop of paper fibres, so that end of life products become the raw materials for another cycle of manufacturing.

Fibres can be reused up to seven times before becoming too short to make paper, so it makes sense to maximize the use of this resource before cutting new trees. Each fibre has the shape of a grain of rice, and gets shorter during each manufacturing cycle. Fibres that are too short eventually get released as they pass through screens during the pulp-making process. They then form sludge, which can be used as agricultural fertilizer or as filler in packaging manufacturing.

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GREEN ENERGY

Cascades Fine Papers Group's Rolland division participates in Quebec's first biogas energy project that recovers gas from decomposing waste in landfills in Sainte-Sophie, Quebec. Half of the greenhouse gas emissions of the Laurentian region have been reduced since the advent of the biogas project in 2005. This unique arrangement exists because of a tripartite agreement with Cascades, Waste Management and Gaz Métro. Waste Management manages the landfill site in Sainte-Sophie and captures the gas resulting from the decomposition of waste in order to offer it as renewable energy. Gaz Métro compresses and transports the biogas from the landfill site to the Rolland facility.

Figure 4: The Rolland Paper Mill, owned by Cascades Fine Papers Group, in Saint-Jérôme, Quebec

Making paper requires large amounts of energy, and biogas currently meets 93 per cent of the Rolland mill's thermal energy needs. The biogas energy project not only helps the environment, it also provides an economic safeguard against rising energy costs, because biogas has a steady, competitive price.

WATER CONSERVATION

At 12.4 cubic metres of water per metric tonne of paper, Cascades consumes five times less water per tonne of paper produced than the Canadian paper industry average. These results are impressive, as making paper is one of the most water-intensive industrial processes. This success is the result of a stringent water recycling and recapture program within the various mills.

TRANSPORTATION

Cascades is a partner of the Smartway program implemented by the American Environmental Protection Agency to help carriers reduce fuel consumption. It is also a participant in the Acquis Route program, which implements new technology to improve energy performance and reduce greenhouse gas emissions of vehicles. In 2009, Cascades implemented several fuel savings measures across its fleet, including aerodynamic side skirts on the truck trailers. The aerodynamic side skirts alone achieved a 6 per cent fuel savings on average.

ENVIRONMENTAL CERTIFICATIONS

100% BIO GAS ENERGY EcoLogo PROCESSED CHLORINE FREE FSC FSC® C009908

Cascades products have earned various eco-attributes and eco-certifications across all of the Cascades product lines.

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Attributes:

- Post-consumer fibre – Fibre that has been recuperated entirely from paper used by consumers through recycling programs. It does not include mill broke.
- Biogas – Paper manufactured using a gas produced from the decomposition of waste in a landfill. Biogas, a sustainable and local energy, is transported to the mill by pipeline and reduces greenhouse gas emissions.
- Permanent paper – Alkaline or neutral paper that can resist aging for more than 100 years under normal warehousing conditions. Criteria and certifications established by the American National Standards Institute – ANSI.
- Elemental Chlorine Free (ECF) – The virgin fibre included in the paper have been bleached without chlorine, but with a chlorine derivative. The recycled fibre part used in Cascades fine papers contain no chlorine or derivative.

Certifications:

- EcoLogo – Certification that identifies environmentally friendly products. Criteria are greenhouse gas emissions, water and energy resources consumption and use of recycled fibre. Cascades is the only Canadian fine paper manufacturer that is certified.
- Processed Chlorine Free – Certification from the Chlorine Free Product Association – CFPA. Paper manufactured with no chlorine.
- FSC – Forest Stewardship Council Certification which supports responsible use of forest resources.
    - FSC Recycled – Certifies the 100 per cent post-consumer content of a product.
    - FSC Mixed Sources – Certifies that the product comes from well-managed forests, controlled sources and recycled fibre.

HELPING CONSUMERS CLOSE THE LOOP

Businesses can choose Cascades fine papers if they are looking to improve their environmental image or maintain their own office eco-certifications, such as a Leadership in Energy and Environmental Design (LEED) certification.

Cascades takes that extra step to form innovative client relationships, such as the one with Air Miles Tower at 438 University Avenue in Toronto. Cascades Recovery Inc. has been contracted by building manager Dundee Realty Management Corp. to manage the discarded paper products from this 322,557 square-foot office tower. The Air Miles Tower been certified Level 2 by the BOMA BESt program for environmental standards, and part of that certification takes into account waste diversion practices.

Every month, Cascades Recovery Inc. collects 5 metric tonnes of office paper, 2.03 metric tonnes of cardboard, and 0.67 metric tonnes of discarded hand towels from this building. The recovered paper fibre is sent to a Cascades paper mill to be de-inked, re-pulped, and manufactured into new office paper and other paper products. The Cascades Fine Papers Group sells this 100 per cent post-consumer recycled office paper to LoyaltyOne Inc., which is the major tenant in the Air Miles Tower. This final step brings the Air Miles Tower's discarded paper products back into use in the very office building where they were discarded, thus closing the production loop.

Printed on Rolland Enviro100 Satin 80lb. text