



The Responsible Use of Paper

ANA/4A's Marketing Sustainability Taskforce Meeting

October 3, 2011



Agenda

- Brief Introduction to Domtar

 - Lewis Fix, Vice President

 - Domtar Sustainable Business & Brand Management

- What Part Does Paper Play in Your Supply Chain? Why is this Important to Your Brand?

 - Linda Kramme, Manager

 - WWF's Global Forest & Trade Network – North America (GFTN-NA)

- Pixel and Print Logic

 - Lewis Fix

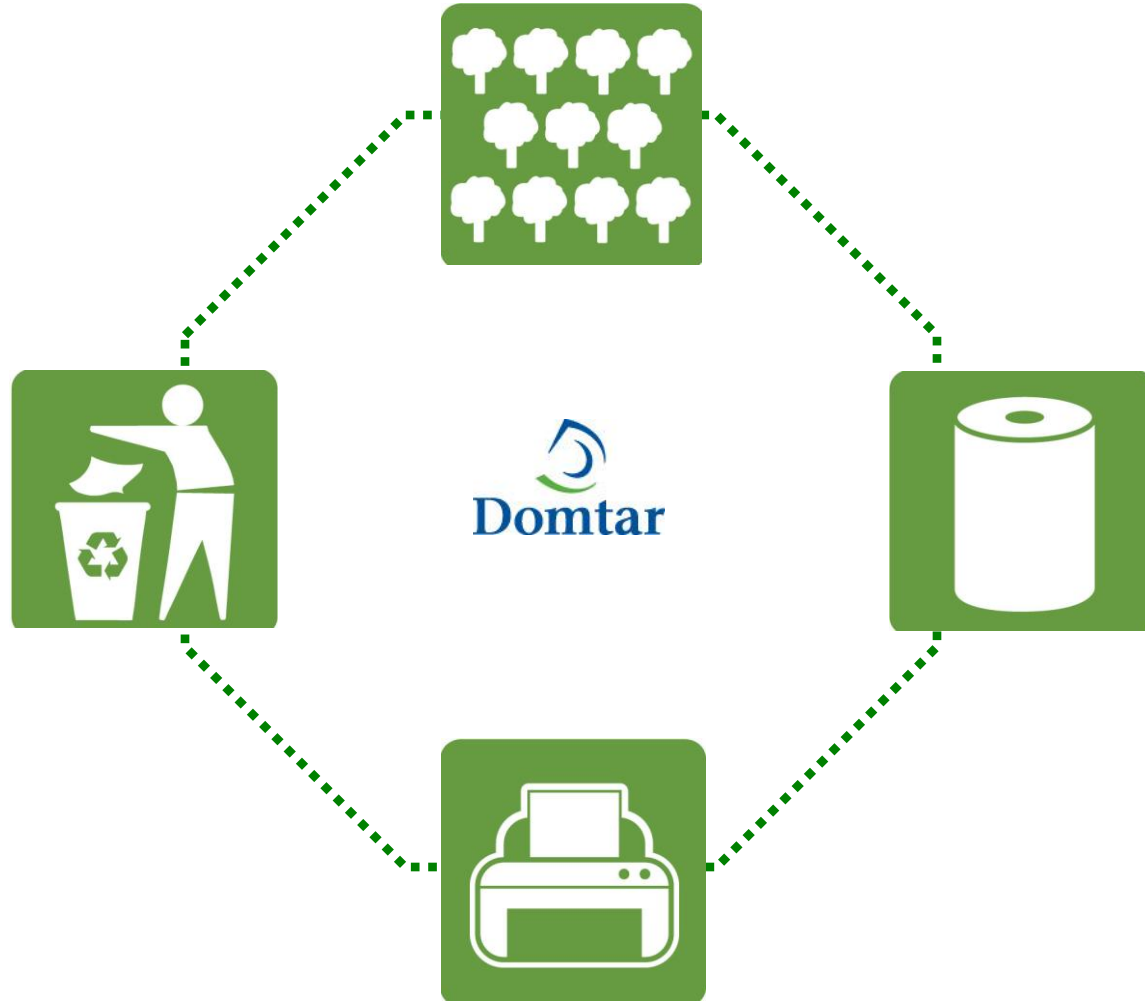
- PAPERbecause Campaign Overview

 - Kathy Wholley, Director

 - Domtar Advertising & Communications



Who is Domtar?



Pixel and Print Logic

- Gil Friend of Natural Logic, Inc. produced "*Towards Optimal Print: Complementary Print and Pixel Solutions*"
- Based on independent, Life Cycle Analysis (LCA) studies of print and electronic communication
- Provides Guiding Principles for the responsible use of both print and pixel communications



Pixel and Print Logic

Guiding Principles for Responsible Use:

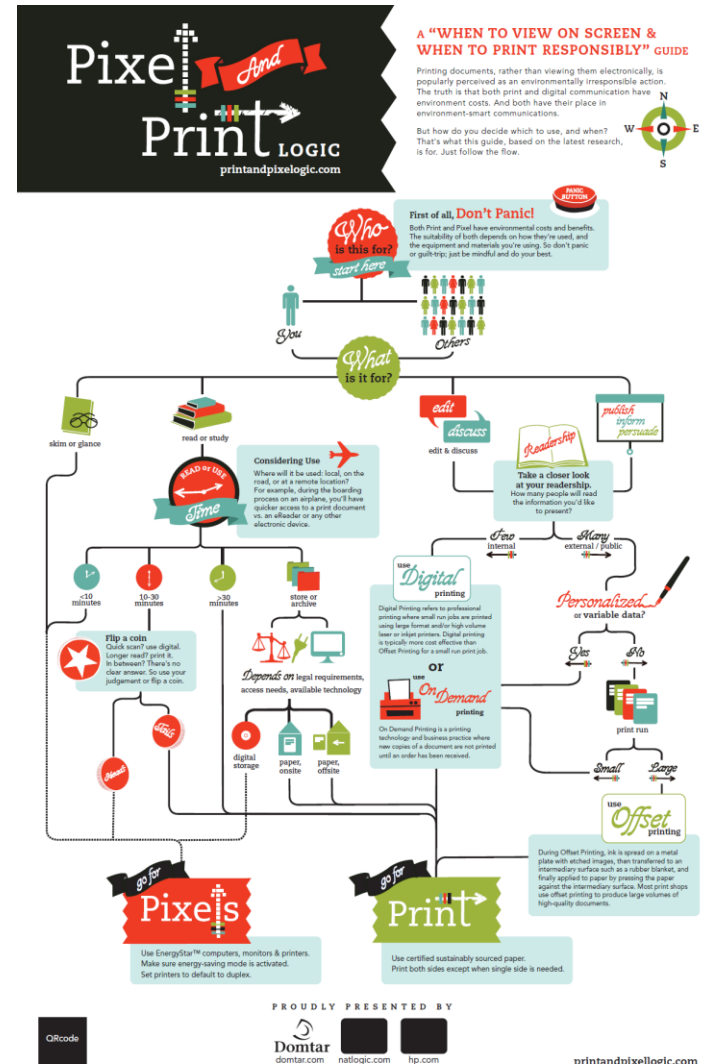
- Fiber Sourcing
- Font Size
- Simplex/Duplex Printing
- Recycling at End of Life
- Number of Readers
- Type of Reading
- Audience Size
- Energy Efficient Equipment
- Life Span of Equipment
- Digital v. Conventional Printing



Pixel and Print Logic

- Infographic and website will be released in November 2011 at Opportunity Green conference in Los Angeles, CA

- Supported by Domtar, Hewlett-Packard and Natural Logic, Inc.



PAPERbecause

Through the PAPERbecause campaign, we address the common misperception about paper and showcase the reasons why paper is *sustainable*, *personal* and *purposeful*.



PAPERbecause

- Campaign launched in September 2010
 - Targeted to opinion leaders, C-Suite executives and consumers via New York Times, Fast Company, National Geographic, Smithsonian, Audubon, others and complementary online advertising
 - Also placed in trade media for printers, designers and direct marketers
 - Executions have been effective in the sales channels and as an employee engagement tool
- **Paperbecause.com** was built as a Knowledge Center
 - Every ad's "because" statement is backed up with an essay and supporting resources



PAPERbecause

Domtar is committed to the responsible use of paper. We're also committed to communicating paper's place and value to the businesses and people that use our products everyday.

Paper is a natural, plant-based product that connects us in so many ways to the important things in life.

Paper is one of the few renewable resources on our planet, and with environmentally sound forestry practices, high levels of recycling, and a sustainable nature, it's also a truly fantastic product.



PAPER because

so long as this well-managed forest is used to make paper,
this will always be a forest. And never a parking lot.



This is a picture of an FSC® certified forest, which helps protect plant species and wildlife,
not to mention millions of North American jobs. Learn more at PAPERbecause.com.

