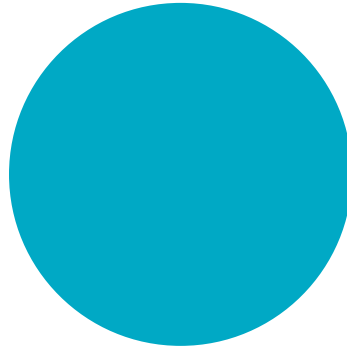


SMALL FOOTPRINT  
**BIG IMPACT**

ENVIRONMENTAL PRINTING PAPERS



# CONTENTS

**2 SMALL ENVIRONMENTAL FOOTPRINT**

**4 OUR BUSINESS AT A GLANCE**

**6 INNOVATIVE BIOGAS ENERGY**

**8 LIFE CYCLE ASSESSMENT**

**10 SUSTAINABILITY STRATEGY**

**14 ENVIRONMENTAL PRINTING PAPERS**

**18 WE AIM HIGH**

**20 CERTIFICATIONS AND PARTNERSHIPS**

WE STRIVE TO MANUFACTURE THE BEST RECYCLED PAPER, AND MAINTAIN THE SMALLEST POSSIBLE ENVIRONMENTAL FOOTPRINT, SO WE CAN BE AN ENDURING PARTNER IN YOUR SUSTAINABILITY SUPPLY CHAIN. WE ARE WORKING HARD TO MAKE THAT FOOTPRINT EVEN SMALLER OVER TIME.

**AND AS PAPERMAKERS, WE ARE COMMITTED TO PRESERVING ROLLAND'S LONGSTANDING REPUTATION FOR INDUSTRY-LEADING PRODUCT QUALITY.**

**BECAUSE OUR CUSTOMERS MERIT THE BEST.**



# SMALL ENVIRONMENTAL FOOTPRINT

## **NO, WE ARE NOT BUYING OUR WAY TO CARBON NEUTRALITY**

We take active responsibility for our own carbon emissions, keeping them to a minimum by using biogas and hydroelectricity. And Rolland continues to invest in reducing our emissions at the source, rather than buying carbon credits. **Notably, the Rolland Enviro® product line's contribution to climate change is less than half that of average virgin and 100% recycled papers in North America.**



# **BIG IMPACT** ON YOUR ECO **BALANCE SHEET**

Rolland manufactures premium commercial papers from sustainable recycled fiber – environmental printing papers.

We operate the only paper mill in North America fueled mainly by biogas energy from a local landfill. This keeps our carbon dioxide emissions at industry low levels, so we are doing our part to limit climate change.

The sustainable fiber and biogas we use are renewable and readily available, displacing virgin fiber and fossil fuels. We're leading the drive toward truly sustainable manufacturing – better for the environment, for business and for society at large.

Focusing on our footprint is business as usual for Rolland – we've used biogas since 2004 and first made recycled paper in 1989.

**All of these sound practices are essential for any customer with a sustainability mandate.**

## **ROLLAND TURNS THE WASTE PEOPLE THROW AWAY INTO PRODUCTS PEOPLE NEED**

We strike a responsible and businesslike balance between minimizing our environmental impact, and maximizing print performance.

Bottom line for customers: Rolland provides significant added value, beyond product quality.

# OUR BUSINESS AT A GLANCE

**FRESH WATER  
IS A PRECIOUS  
RESOURCE,  
SO WE TREAT IT  
WITH CARE**



**OUR DE-INKING  
FACILITY  
RECIRCULATES  
EVERY DROP**

**17X**

Rather than constantly using fresh water, **the de-inking facility that supplies our paper mill recirculates every drop 17 times, and the paper mill does so more than 30 times!**

This closed-loop process contributes to our low environmental footprint. And our advanced water treatment equipment ensures clean water in, clean water out operations.

# HIGH QUALITY **MANUFACTURING FACILITIES** AND **A PROVEN SUPPLY CHAIN**

Rolland is a North American company, manufacturing paper with up to 100% sustainable recycled content.

With operations in Quebec and Wisconsin, the Rolland business family includes our paper mill and converting facility, as well as two state-of-the-art facilities which produce premium recycled pulp.

**This gives us full control over the recycled pulping and papermaking processes, making for superior quality assurance.**

## **PREMIUM RAW MATERIALS FROM RESPONSIBLE SOURCES**

### SUSTAINABLE RECYCLED FIBER

Our paper mill closes the loop by using recycled pulp made with fiber from the American Northeast, Quebec and Ontario – an area with a plentiful supply.

**Rolland pulp is Forest Stewardship Council® (FSC®) Recycled, certified as 100% sustainable recycled content.**

### VIRGIN FIBER

We only use fiber from responsibly managed forests that meet strict FSC environmental and social standards.

**Since 2005 Rolland has held FSC Chain of Custody certification – a consumer guarantee that any product with the FSC label can be tracked back to an FSC certified source.**

# INNOVATIVE BIOGAS ENERGY

## THE LIGHT BULB MOMENT THAT TRIGGERED OUR INVESTMENT IN BIOGAS

The inspiration did not come from an engineer, scientist or technician. An office employee had the idea while watching a TV program on greenhouse gases. After some digging confirmed the general merits of using land-fill biogas, he approached our management team. This led to the major investment, and the work of internal and external specialists, which turned inspiration into reality.





# BETTER FOR **THE ENVIRONMENT,** **FOR BUSINESS** **AND FOR SOCIETY**

Biogas – created by decomposition of organic landfill waste – supplies 93% of our paper mill’s energy needs. This plentiful local fuel provides ongoing benefits across the board.

## **LOWER ENVIRONMENTAL EMISSIONS ON TWO FRONTS**

- By using biogas rather than fossil fuels, Rolland reduces annual carbon dioxide emissions by 70,000 tons – the equivalent of 23,400 compact cars.
- Biogas is mainly carbon dioxide and methane: When methane burns to produce steam for papermaking it becomes carbon dioxide, 21 times less harmful to the atmosphere.

## **GOOD BUSINESS FOR OUR PARTNERS AND FOR ROLLAND**

- The landfill operator collects biogas (previously burned off, creating no value), a utility operates the pipeline to Rolland, and both receive revenues as part of our supply chain.
- This cost-effective fuel strengthens Rolland’s long-term competitiveness.

## **BETTER FOR SOCIETY AT LARGE, INCLUDING OUR WORKFORCE**

- Our investment in biogas has boosted the local economy, helping sustain the community, and continues to demonstrate our corporate social responsibility.
- The initial biogas idea came from our workforce, proving that Rolland acts on employee contributions. An engaged workforce makes for stronger community.

# LIFE CYCLE ASSESSMENT



## **OUR LCA IS COMPREHENSIVE AND AVAILABLE FOR ALL EYES TO SEE**

The life cycle assessment was conducted by third-party consultants in compliance with ISO 14040-14044 standards for LCA studies with comparisons intended for public disclosure. Results and conclusions were subject to a formal peer review process. To watch a video, access an overview or read the complete report, simply visit [rollandinc.com/sustainability/life-cycle-analysis/](http://rollandinc.com/sustainability/life-cycle-analysis/)

# THE MOST **TRANSPARENT** **COMPANY IN** **OUR INDUSTRY**

We quantify our  
environmental footprint

Transparency is central to the way we do business. And in 2016 we published our second life cycle assessment (LCA) – a scientific evaluation of the environmental footprint of Rolland papers, from raw materials to disposal.

The LCA compares our products with average virgin and 100% recycled papers in North America, measuring the impact on: climate change, water availability, water quality, human health, ecosystems, biodiversity, and non-renewable resources.

The LCA will help us make better-informed decisions in future.

If you measure it, you can better manage it!

## **ROLLAND ENVIRO® SUBSTANTIALLY IMPROVES YOUR SUSTAINABILITY SUPPLY CHAIN**

**The LCA demonstrates that our Rolland Enviro® product line has a smaller environmental footprint than the average North American papers in the study.**

This is mainly due to Enviro's 100% sustainable recycled content, de-inking without chlorine, and our use of renewable energy.

In comparison, other papers are generally manufactured using fossil fuels, which are major sources of emissions. Virgin papers in particular have a significant impact on biodiversity, especially when fiber is sourced from regions home to species at risk.

# SUSTAINABILITY STRATEGY

## CREATING A SUSTAINABLE CLOSED-LOOP FIBER FUTURE

We aim to strike a responsible balance between prosperity and purpose, which is why we invest in our products, our people and the planet to drive sustainable growth.

At Rolland, we strive to keep our environmental footprint small, while manufacturing quality products that support our customers' businesses. We define success not only by the quality of our products and our ability to meet our customers' needs, but also by the effect our products and processes have on wildlife, people and the planet. This also means taking a broader view by contributing to social and environmental initiatives, and reinforcing the circular economy.



# GOALS THE PLANET CAN GET BEHIND

We based our sustainability goals on the United Nations Sustainable Development Goals (SDG) framework adopted in 2015 as part of the 2030 Agenda for Sustainable Development, to shape a strategy that's relevant and collaborative.



## **INDUSTRY, INNOVATION AND INFRASTRUCTURE**

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.



## **SUSTAINABLE CITIES AND COMMUNITIES**

Make cities and human settlements inclusive, safe, resilient and sustainable.



## **RESPONSIBLE CONSUMPTION AND PRODUCTION**

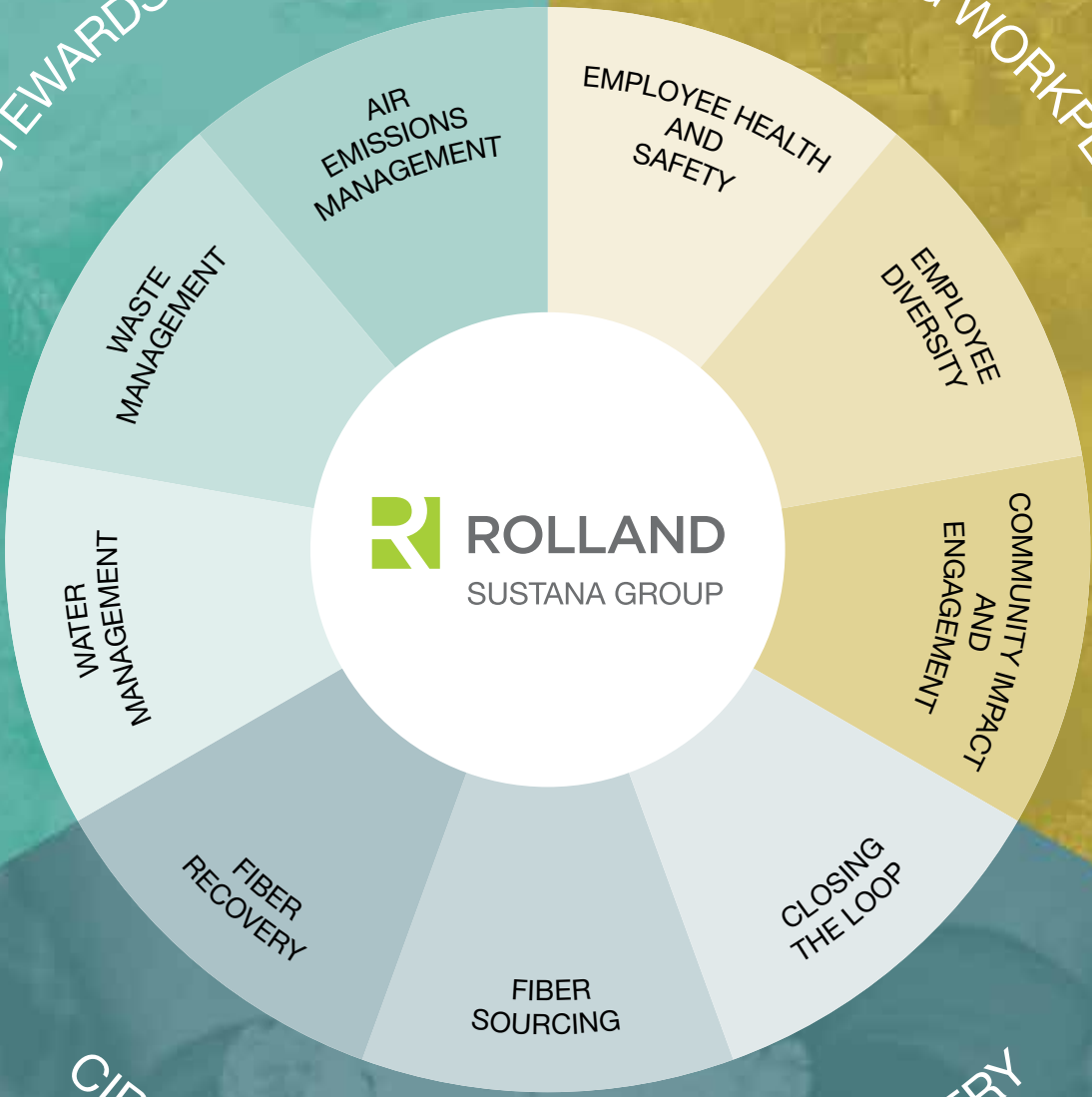
Ensure sustainable consumption and production patterns.

**PLANET**

**PEOPLE**

ENVIRONMENTAL STEWARDSHIP

THRIVING WORKPLACE AND COMMUNITIES



CIRCULAR VALUE CHAIN FIBER RECOVERY

**PRODUCTS**

# OUR THREE PILLARS

Our three-pronged sustainability strategy prioritizes certain environmental and social issues by focusing on key topics where we know we can act transparently and make a genuine difference.

## ENVIRONMENTAL STEWARDSHIP

We believe in behaving responsibly and being good stewards of the valuable resources that benefit people, drive the economy and belong to everyone. Stewardship is about keeping waste out of landfills and toxins out of the air; using only what we need as efficiently as we can. We apply that principal to every point in the closed-loop journey – from day-to-day operations to strategic direction setting.

## THRIVING WORKPLACE AND COMMUNITIES

Our renewable products are locally made, and we strive to support the people and communities who have helped make Rolland what it is today. From safety programs and diversity training to education and youth initiatives, we are serious about employee safety and community involvement.

## CIRCULAR VALUE CHAIN FIBER RECOVERY

Fiber recovery and fiber sourcing are a key component of Rolland's operations and long-term vision. Closing the loop on a global level will require introspection and change – and we want to be that change.

ENVIRONMENTAL  
PRINTING PAPERS

STRIKING A BALANCE BETWEEN







## AND DOING **THE RIGHT THING!**

Rolland papers minimize environmental impact and maximize print quality, to help you reach your communications goals and meet your sustainability standards. This benefits you while serving the greater good.

**All our papers have a high degree of whiteness, brightness and opacity to consistently showcase vivid colors, and a surface smoothness that feels right to the touch.**

Sustainable recycled content ranges from 30% to 100%.

LOOKING  
FOR PAPER  
SPECIFICATIONS?


Please visit [rollandinc.com/resources/  
product-resources/](http://rollandinc.com/resources/product-resources/)

**COMMERCIAL**  
**PRINTING**  
**AND**  
**PUBLISHING**  
**PAPERS**

For magazines, books, brochures  
and annual reports.

**OFFICE**  
**PAPERS**

For the everyday documents printed  
in offices large and small.



Premium products  
for a broad range  
of printing needs

DIGITAL/  
**INKJET**  
**PRINTING**  
**PAPERS**

For short runs, customized documents  
and printing on demand.

**SECURITY**  
**PAPERS**

For checks, passports, visas and other  
applications where security is the priority.

WE AIM  
**HIGH**



### **A MEMORABLE STORY ABOUT OUR INDUSTRY THAT BEARS REPEATING**

A 1998 study<sup>1</sup> mandated by the U.S. Conference of Mayors tested over 2 million sheets of paper, and showed the print performance of office paper with 30% sustainable recycled content was equivalent to 100% virgin paper. The campaign slogan for recycled paper from that time also bears repeating: No more excuses. That is even more the case now, since the print performance of recycled papers has improved over the years, as has the environmental performance of recycled paper mills.

1 Recycling at Work, A Campaign of the National Office Paper Recycling Project, United States Conference of Mayors

# OUR ROLE AS AN ENDURING PARTNER IN YOUR SUSTAINABILITY SUPPLY CHAIN

As a responsible paper manufacturer, Rolland can have a big impact on your eco balance sheet.

We continue to live up to our established sustainability commitments:

- Maintain the smallest possible **environmental footprint**, and work hard to make it even smaller.
- Exercise full control over our **supply chain**, so you can have complete confidence in the quality of our sustainable recycled content papers.
- Think holistically, about the full **product life cycle**, to make better decisions about our papers and processes.
- Be **transparent**, because openness highlights the facts that point the way to superior performance.
- Drive toward truly **sustainable manufacturing** that is better for the environment, for business and for society at large.

**As industry-leading papermakers, we are committed to maintaining Rolland's longstanding reputation for product quality of the highest order. Because you merit the best.**

Yes, we're aiming high, because our customers are, too.

# CERTIFICATIONS AND PARTNERSHIPS

Leading organizations confirm  
our commitment to best practices

## RAW MATERIALS



The mark of  
responsible forestry



## MANUFACTURING



## PRODUCTS



PERMANENT





Toll-free: 1 800 567-9872  
[rollandinc.com](http://rollandinc.com)

