



碳减排先锋
Defensores do Clima
クライメート・セイバーズ
Climate Savers



Shaping the paper industry

Arjowiggins Graphic delivers the most extensive collection of paper on the European market and has established its position as the must-have reference for both printing and publishing professionals.



Greenfield deinked pulp Mill in France

How Arjowiggins Graphic has promised to fight climate change

Arjowiggins Graphic's Climate Savers commitment is to achieve a 23% absolute reduction in its emissions of GHG by 2014 on the basis of 2007 levels while sales volumes are expected to stabilize on that period (a sub-target of 10% reduction for each ton of paper has also been set).

Arjowiggins Graphic will also actively promote WWF's Renewable Energy Vision by supporting a biomass production installation and by encouraging its stakeholders to use recycled paper as part of CO₂ reduction efforts.

Finally, Arjowiggins Graphic will participate in joint advocacy campaigns with WWF regarding EU emissions reduction target, environmental profiling of products as well as positions on wood resource and paper.

When a climate policy can go hand in hand with economic constraints

Arjowiggins Graphic's activity has contracted since 2007 and is now due to stabilize until 2014 (due to the development of digital communication and more recently the economic downturn). This context lead the company to re-think its activity towards an innovative and leading business model based on the following:

- 1) High quality recycled paper products manufactured in company owned mill for recycled pulp with 50% of their volume production in 2011 (leader on the European market);

“Acting as a responsible paper and recycled paper producer, we are focusing day after day on the reduction of our natural resources consumption, on being exemplary in the management of our environmental impact. And we are proudly supporting our stakeholders in achieving their own CSR commitments. Energy efficiency management and greenhouse gas emission reduction are fundamental to our future and fully part of our company strategy. We see the partnership with Climate Savers as a very good opportunity to leverage experience and knowledge with the best in class worldwide companies truly engaged in a low carbon economy.”

Agnès ROGER,
General Director

- 2) Innovative solutions to reduce carbon emissions (biomass production, natural binders);
- 3) Increased communication on environmental performance and benefits of products (environmental product declaration based on Life Cycle assessment methodology); and
- 4) The involvement of a range of stakeholders through common projects and advocacy to share expertise.

An innovative energy mix

Arjowiggins Graphic uses biomass composed of forest residues (wood shavings) since 2006 at its Dalum production site in Denmark. This project positively contributes towards GHG emissions reductions. The project replaces the use of natural gas and coal with a reduction of 85% in 2010. Overcapacity is redistributed to the local community (7 000 households deserved in 2010 avoiding fuel energy consumption). It also represents a consistent action regarding logging industry development in Denmark. The model is due to be extended to a production site in France.

An innovative virtuous circle of recycling paper

Arjowiggins Graphic aims to develop recycled paper on applications usually reserved for products based on virgin fibers. The company intends to increase the volume production of recycled paper by 65 000T in 2014 and progressively implementing a substitute for replacing synthetic binders with natural based products (which corresponds to a reduction of 14 245 Tons Eq. CO₂).

Arjowiggins Graphic is also developing a close loop project named “POP” (Paper office Program) on a larger scale which aims to collect waste paper from users to recycle them in one integrated mill and deliver new paper products to the same customer. In France, only 20% of office paper are collected and recycled so the economic and environmental potential is there.