Kruger Products has built its reputation on quality. A reputation that has not been compromised with the incorporation of environmental protection into the manufacturing of our Away From Home (AFH) quality paper products. Historically, choosing environmentally friendly products meant sacrificing product quality, which affected performance and resulted in increased paper consumption.

GreenQuality™ is a statement of our intent and assurance that the products we sell are manufactured under the highest possible sustainability standards. With GreenQuality products you do not need to compromise on quality to make the best environmental choice.

Whether it’s our AFH Embassy® roll towels or White Swan® bath tissue, quality is evident in every aspect of performance. And, no matter which of our products you choose, you can be confident that they were produced with a strong commitment to protecting our natural environment.

Environmental Savings

This brochure is printed on Astrolite PC 100 paper, containing 100% post-consumer waste, processed chlorine-free, and FSC (Forest Stewardship Council) certified. Paper quantity used for this brochure: 1.64 tons / 3,664 lb. / 1,662 kg

Using Astrolite PC 100 – made from 100% post-consumer waste – instead of virgin paper:

- Equivalent trees saved: 36
- Solid waste not generated: 875 kg
- Water saved: 46,134 L
- Total energy saved: 27 million BTU’s
- Greenhouse gases reduced: 1,580 kg

Ask for Proof

“Green” purchasing is gaining momentum. According to a recent 2007 survey, North American organizations in the public and private sectors increasingly recognize the importance of adopting green procurement policies. And 70% of the companies surveyed have some form of green purchasing policy, which is up 7% in just one year, from 2006. Because of the demand for Eco-friendly products, a troubling phenomenon known as ‘greenwashing’ is occurring in the marketplace. ‘Greenwashing’ is the practice of presenting a business or product using a false or misleading environmental claim. Recently conducted market research into greenwashing identified the ‘Six Sins of Greenwashing,’ such as irrelevant claims and even deliberately false information, which purchasers should be wary of.

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To find out more, visit www.krugerproducts.com/afh

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GREEN TO THE CORE
Away From Home Division
Boston College is proud to introduce new EcoLogo® certified bathroom tissue and hand towels

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Kruger Away From Home Products has secured certification under the EcoLogo™ (Environmental Choice) program on over 50 products. This program is one of the most widely known and universally respected multi-attribute environmental trademarks in North America. The EcoLogo program combines strict environmental standards with independent third party auditing and is recognized for its holistic and stringent evaluation of the entire manufacturing process. This balanced approach helps ensure focus on continuous process improvement. EcoLogo certification addresses all of the following environmental concerns:

**Recycled Content – Raw Materials**
The majority of the EcoLogo certified, Kruger products contain 100% recycled material and 88% post-consumer waste.

**Water Pollution**
EcoLogo certification addresses both toxicity and general water pollution.

**Solid Waste**
EcoLogo restricts total amount of solid waste produced in manufacturing.

**Energy Use**
EcoLogo limits total electricity and heat energy required in production.

Prior to our certification, many of our products already met the rigid standards of the EcoLogo program. However, now we can provide further assurance that these products are manufactured according to the most demanding environmental standards.

The EcoLogo program is just another example of how Kruger is helping you choose products that are good for the environment and your business.
ECO-FRIENDLY AWAY FROM HOME PRODUCTS

Kruger Products leads the way with many environmentally efficient product choices and dispenser options.

The products used at Boston College contain 100% recycled fiber (RF) and 88% post-consumer (PC) content.

In some regions Kruger can also help with recycling collections to assist in your efforts to divert paper and corrugated materials from landfills. For more information on this program please contact your Kruger Products representative.

Since 1989 Kruger Products has produced more than 158 million cases of recycled finished products. More than a ton! Expressed as a 2-ply bath tissue roll, it’s enough to travel from the Earth around the Sun and back, with a side trip to Mars and back!

Kruger Recycling

In some regions Kruger can also help with recycling collections to assist in your efforts to divert paper and corrugated materials from landfills. For more information on this program please contact your Kruger Products representative.

Kruger Inc. is the second largest recycler in North America and recycles more than 771,000 tons of corrugated cartons, magazines, office paper and newspaper per year. This is the equivalent of 115,000 garbage trucks diverted from landfill sites!
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ECO-FRIENDLY AWAY FROM HOME PRODUCTS

The products used at Boston College contain 100% recycled fiber (RF) and 88% post-consumer (PC) content.

Cores are manufactured using 100% RF.

Cartons and cases are manufactured using 100% RF.

At Kruger Products, we work with our suppliers to ensure that our packaging materials do not contain materials that are harmful to the environment.

Inks on our Facial Tissue cartons do not contain lead and meet FDA standards.

Many of our products have perfect fit for dispensing. The industry standard of 48” x 40” maximizes shipping efficiency, reducing damage and waste.

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GREEN BUILDING

Building Sustainability
In recent years, the North American building industry has become a focal point for sustainability. Demonstrating leadership, initiatives like the LEED certification program and the BOMA Go Green program have been developed to recognize environmental sustainability for new and existing buildings.

How does Kruger Products help contribute to green purchasing policies and building initiatives?
Kruger Products offers many options that can help an organization meet their environmental objectives. Many of our towels, tissues and napkins contain recycled fiber that exceed government requirements for recovered material and can contribute to certification in these programs.

EPA (Environmental Protection Agency) forms a basis for many organizations’ environmental guidelines and policies.

Here are required EPA standards for Tissue Products:

<table>
<thead>
<tr>
<th>Commercial Sanitary Tissue Products</th>
<th>Post Consumer</th>
<th>Recycled Fiber</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bathroom Tissue</td>
<td>Used in rolls or sheets</td>
<td>20-60%</td>
</tr>
<tr>
<td>Paper Towels</td>
<td>Used rolls or sheets</td>
<td>40-60%</td>
</tr>
<tr>
<td>Paper Napkins</td>
<td>Used in food service applications</td>
<td>30-60%</td>
</tr>
<tr>
<td>Facial Tissue</td>
<td>Used for personal care</td>
<td>10-15%</td>
</tr>
<tr>
<td>General-Purpose Industrial Wipers</td>
<td>Used in cleaning and wiping application</td>
<td>40%</td>
</tr>
</tbody>
</table>

LEED–EB (Existing Building) Program
Leadership in Environmental Efficiency and Design (LEED) is a voluntary designation encouraging new and existing buildings to be environmentally sound and provides a structured process to measure success. This program was created by USGBC (US Green Building Council), which is at the forefront of environmental stewardship. Kruger Products Limited is pleased to be a member of the United States Green Building Council.

In the case of the LEED-EB (Existing Building) program, buildings earn a certified rating of silver, gold or platinum level.

Certified: 34 points
Silver: 43 points
Gold: 51 points
Platinum: 68 points

LEED points can be earned by meeting standards in different areas of building operations across five areas of building construction and maintenance:

- Sustainable Sites
- Water Efficiency
- Energy & Atmosphere
- Materials & Resources
- Indoor Environmental Quality

In the recent updates to the program, Ecologo certified products are specifically mentioned making it easier to identify products that can help attain LEED credits. Kruger’s tissue products contribute to certification in the following sections:
### Material and Resources Credit 1.1 – 1.3

**Description**
Reduce the environmental and air quality impacts of the materials acquired for use in the operations and maintenance of buildings.

**Requirement**
Maintain a sustainable purchasing program covering materials that are regularly used and replaced through the course of business.

**How points are achieved for this credit (1 – 3 points potential)**
- Must achieve sustainable total purchases (based on product cost) of
  - 40%: 1 point
  - 60%: 2 points
  - 80%+: 3 points

**Criteria that Kruger Products can contribute**
- Purchases contain at least 10% Post Consumer or 20% Post Industrial Material.

### Indoor Environmental Quality Credit 3.1

**Description**
Reduce the exposure of building occupants and maintenance personnel to potentially hazardous contaminants which adversely affect air quality, human health, building systems and the environment.

**Requirement**
Have a high-performance cleaning program, supported by a cleaning policy.

**How points are achieved for this credit (1 point potential)**
- Must have a high performing green cleaning program.

**Criteria that Kruger Products can contribute**
- Use of sustainable cleaning materials, products, equipment, janitorial paper products and trash liners (including microfiber towels and wipes).

### Indoor Environmental Quality Credit 3.4 – 3.6

**Description**
Reduce the environmental impacts of cleaning products, disposable paper products and trash liners.

**Requirement**
Implement sustainable purchasing for cleaning materials and products.

**How points are achieved for this credit (1 – 3 points potential)**
- Must achieve sustainable total purchases (based on product cost) of
  - 30%: 1 point
  - 60%: 2 points
  - 90%+: 3 points

**Criteria that Kruger Products can contribute**
- Environmental Choice CCD-082, for toilet tissue
- Environmental Choice CCD-086, for hand towels

**EXAMPLE:**
Many of our products well exceed the requirements; like 01920 White Swan Multifold Towel with 100% recycled fiber and over 88% post-consumer waste.

**EXAMPLE:**
All of the Ecologo certified products meet green purchasing policy requirements and can contribute to the policy; like White Swan Towel and Bathroom Tissue Products.

**EXAMPLE:**
01950 White Swan Long Roll Towel exceeds EPA standards, as well as certified Environmental Choice CCD-086.
GREEN THINKING... TODAY AND TOMORROW

Kruger is at the forefront of environmental protection and developing sustainable sources of energy. We are proud to be able to apply our resources and the skills of our employees to help North America, and the world, move forward in a sustainable way.

Wind Power Project
In response to the growing demand for clean, alternative sources of energy, Kruger Energy is developing a wind power farm using 44 high-tech turbines that will transmit electricity to the power grid, to supply the equivalent of 25,000 homes. In comparison to other forms of energy generation, wind energy provides:

- Renewable, highly reliable, and efficient energy
- Economical source for large-scale energy generation
- Clean solution to North America’s electricity needs
- Minimal impact on the environment
- Reduction of our impact on global climate change

Biomass Cogeneration Project
Kruger Inc. is a leader in generating power from biomass. A new 23-megawatt plant is enabling Kruger to use mill sludge, bark and other wood residues to generate electricity and supply the steam required for mill operations. The project is producing meaningful economic and environmental benefits. Along with cutting 7.9 million gallons of fossil fuel per year, the plant reduces greenhouse gas emissions by 91,000 tons annually, which is the equivalent of taking 18,000 cars off our roads. The plant will also divert paper mill sludge and particle waste, thereby reducing the risk of contamination that comes from adding this material to landfills.

Kruger and Manicouagan-Uapishka UNESCO Biosphere Reserve Partnership
Working closely with local stakeholders, Kruger was instrumental in gaining designation for the largest biosphere reserve in Canada, covering an area of 21,000 square miles in the Québec North-Shore region. This prestigious UNESCO designation aims to reconcile biodiversity conservation and sustainable resource use. “Kruger was a key partner in this five-year process by contributing to research on biodiversity and knowledge sharing, as well as the protection of landscapes and endangered species,” says Jean-Philippe L. Messier, Director of the Manicouagan-Uapishka Biosphere Reserve. The project was so successful that UNESCO regards the close collaboration between Kruger and the local stakeholders as an example to follow throughout the world.
ECO-FRIENDLY AWAY FROM HOME PRODUCTS

Kruger Recycling
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Our Poly packaging is 100% recyclable and is also certified to meet the industry standard of ‘BIA’ (a voluntary packaging program reducing damage and waste).

Many of our products have perfect fits (adhering to the industry standard of 48" x 40") maximizing shipping efficiency, reducing damage and waste.

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A BRIEF HISTORY OF KRUGER AND THE ENVIRONMENT

Kruger Products is not a newcomer to sound environmental practices. Our first reforestation program was instituted in 1948, and we implemented some of the industry’s first recycling programs. In the 1970’s, innovations such as wastewater treatment at our mills and the use of recycled fiber in our tissue products were implemented to help protect the natural environment. This commitment is further evident throughout all of our operations where Kruger meets or exceeds all government environmental standards.
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