

Nordic Ecolabelling of

Copy and printing paper - supplementary module



Version 4.1 • 22 June 2011 – 30 June 2016



Nordic Ecolabelling

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Appendix 2 Marketing of ecolabelled copy and printing paper

044 Copy and printing paper, version 4.1, 15 May 2013

This document is a translation of an original in Swedish. In case of dispute, the original document should be taken as authoritative.

Addresses

In 1989, the Nordic Council of Ministers decided to introduce a voluntary official ecolabel, the Swan. These organisations/companies operate the Nordic ecolabelling system on behalf of their own country's government. For more information, see the websites.

Denmark

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What is Nordic Ecolabelled copy and printing paper?

The Nordic Ecolabel is an official eco-label with absolute requirements. Nordic Ecolabelled papers have less impact on the environment than most other papers in their product groups and the Nordic Ecolabel signifies that the product fulfils strict environmental requirements.

This means that the paper has minimum environmental impact with regard to production, use and waste. This is achieved by using certified raw materials, by limiting the use of environmentally harmful chemicals, by producing low emissions to air and water and by reducing energy consumption.

Nordic Ecolabelling's environmental requirements provide individual manufacturers guidance on how they can contribute to the development of an ecologically sustainable society.

The Nordic Ecolabel on a paper product confirms that resources have been used efficiently and that environmentally suitable production methods have been employed. The raw materials used in the product have been evaluated by Nordic Ecolabelling and only raw materials of the highest quality in environmental terms may be used in Nordic Ecolabelled products.

Why choose the Nordic Ecolabel?

- The Nordic Ecolabel is a performance standard with absolute requirements.
- The Nordic Ecolabel is a cost-effective and simple means of communicating environmental work and commitment.
- The Nordic Ecolabel enjoys high credibility and familiarity in the Nordic countries. Recognition of the Nordic Ecolabel in 2010 was 98% in Sweden, 95% in Norway, 88% in Finland, 93% in Denmark and 73% in Iceland.
- Environmental issues are complex. It can take a long time and extensive resources to gain an understanding of a specific area. Nordic Ecolabelling facilitates this work.
- The Nordic Ecolabel also sets requirements on quality and recyclability. This means that a Nordic Ecolabel licence can also be seen as a mark of quality.
- A Nordic Ecolabel allows manufacturers to communicate to purchasers in the public and private sector that the manufacturer is environmentally conscious.

What can carry the Nordic Ecolabel?

The product group of copy and printing paper includes the following types of paper:

Wood-based and wood-free unconverted copying and printing paper that is made from chemical and/or mechanical pulp and/or recycled fibre for writing, printing and copying.

The following boards made from chemical and/or mechanical pulp and/or recycled fibre can also be Nordic Ecolabelled.

Cardboard: Solid bleach board (SBB), solid bleached sulphate (SBS) and solid unbleached board (SUB).

Folding boxboard (FBB)

White lined chipboard (WLC)

Only paper with a distinct trade name can be ecolabelled. Paper with a trade name that may appear on both ecolabelled and non-ecolabelled paper is not eligible for Nordic Ecolabelling.

These criteria do not apply to tissue paper, greaseproof paper, coffee filters, cardboard (other than the aforementioned), kraft paper or sack paper.

This criteria document may also be used to document that the paper fulfils the environmental requirements for paper that is used for Nordic Ecolabelled printed matter.

How to apply

Nordic Ecolabelling requirements for paper products are subdivided into a basic module, a chemical module and supplementary modules for various product areas. The basic module sets out requirements for paper and pulp manufacturing, while the chemical module contains requirements in respect of chemicals. The various supplementary modules contain requirements specific to the product group in question. If the requirement levels differ between modules, the level specified in the supplementary module always applies.

This supplementary module applies to copy and printing paper. Note that the limit values on energy consumption in this supplementary module are more stringent than those stipulated in the basic module.

Each requirement is marked with the letter R (requirement) and a number.

All the requirements in this document and the relevant requirements in the basic module (ver. 2) and chemical module (ver. 2) must be met before a licence may be granted.

If the manufacturer operates other reporting systems, such as EMAS, ISO 14 001 or reports to regulatory authorities, these can be approved if they are sufficiently specific to the product and if the basis for calculation is as specified in the criteria.

Icons in the text

The text describes how the applicant shall demonstrate fulfilment of each requirement. There are also icons in the text to make this clearer. These icons are:

☒ Enclose

Application

Applications shall be sent to Nordic Ecolabelling in the country in which the product is to be sold, see the address list on page 2. Applications consist of an application form and documentation of compliance (as specified in the requirements). Specify the Nordic countries in which registration for the Nordic Ecolabel is required on the application form along with the estimated turnover in each country.

Registering a licence in another Nordic country allows the Nordic Ecolabel to be used in a larger market. Registration is free of charge but an annual fee shall be paid in accordance with national regulations.

Further information and assistance may be available. Visit the website of the relevant national ecolabelling body for more information.

Sales in other Nordic countries

Registration of a licence in a different Nordic country requires the submission of the following documentation to Nordic Ecolabelling.

- Documentation demonstrating fulfilment of national regulations or trade agreements on affiliation to a recycling system or packaging reclaim organisation (R6).

On-site inspection

During the application process, Nordic Ecolabelling performs on-site inspections to ensure adherence to the requirements. For the purposes of this inspection, data used for calculations, original copies of submitted certificates, test records, purchase statistics, and similar documents that support the application must be available for examination.

Costs

An application fee is charged to companies applying for a licence. There is an additional annual fee based on the revenues produced by the paper carrying the Nordic Ecolabel.

Enquiries

Please contact Nordic Ecolabelling if you have any queries or require further information. See page 2 for addresses.

What are the requirements of the Nordic Ecolabel?

These requirements only apply to the parts of production relevant to the Nordic Ecolabel. The requirements refer to the basic module and chemical module for paper products, which may be downloaded from the national Nordic Ecolabel website.

The award of a Nordic Ecolabel licence requires:

- That all obligatory requirements must be fulfilled.
- Nordic Ecolabelling must inspect the production site.

1 Environmental requirements

Are the requirements met?

R1 Information about the paper

Yes No

- Specify the name of the paper manufacturer.
- Specify the trademark/trade name of the product, grade and weight (g/m²). Is the paper sold in sheets or on rolls? The information can be provided using Appendix 1 in this document.
- Submit representative product samples.

Overview of the above points. Appendix 1 can be used for documentation purposes.

Appendix no. _____

R2 Basic and chemical modules (ver. 2)

Yes No

- Specify whether the paper/pulp quality has already been approved by Nordic Ecolabelling in accordance with the basic module and the chemical module.
- If yes, state when and by which secretariat.
- If no, all the requirements in the basic module and the chemical module must be fulfilled.

The documentation required from the pulp and paper mill may be submitted directly to Nordic Ecolabelling.

Overview of the above points.

Appendix no. _____

R3 Energy requirements copy and printing paper

Yes No

Maximum total electricity and fuel scores for Nordic Ecolabelled copy and printing paper.

$$P_{\text{electricity}(\text{total})} < 1.15$$

$$P_{\text{fuel}(\text{total})} < 1.15$$

The energy score is calculated with the aid of a technical description of the production processes, where the energy consumption is compared to reference values for production. A more detailed description of documentation requirements and calculation methods is provided in version 2 of the basic module, in which $P_{\text{electricity}}$ and P_{fuel} are also defined. $P_{\text{electricity}(\text{total})}$ and $P_{\text{fuel}(\text{total})}$ include the energy scores from production of both paper and the constituent pulps.

Calculations in accordance with Appendix 2 of the basic module (version 2) showing compliance with the limit values. Nordic Ecolabelling also provides a spreadsheet that is to be used for these calculations.

Appendix no. _____

R4 Energy requirements for special paper and niche products

Yes No

Maximum total energy score for the production of special paper and niche products:

$$P_{\text{electricity}(\text{total})} < 1.25$$

$$P_{\text{fuel}(\text{total})} < 1.25$$

Definition of special paper and niche products:

The production of special paper/niche products must fulfil the following conditions:

1. Production capacity must not exceed 10 tonnes/day, based on annual figures.
2. Production quantities must not exceed 10 tonnes/day, based on annual figures.
3. Production requires the paper machine's pump system to be emptied so often that the resetting time (time required to change paper quality) is at least 7% of the net production time.

If this exemption rule is used for a paper mill or integrated mill, the emission figures for other paper or pulp production must not include emissions that stem from one or more paper making lines included in this special paper production.

This exemption may only be used for paper making lines that fulfil items 1, 2 or 3. This exemption rule may not be used as part of the calculation of the mean value for various paper making lines.

$P_{\text{electricity}(\text{total})}$ and $P_{\text{fuel}(\text{total})}$ include the energy scores from paper production and the pulps that are used. A more detailed description of how the energy scores are calculated is provided in the basic module (version 2).

- Calculations, performed according to Appendix 2 of the basic module (version 2), demonstrating compliance with points score limits.

Appendix no. _____

2 Quality and regulatory requirements

Are the requirements met?

R5 Marketing

Yes No

Marketing of Nordic Ecolabelled products shall comply with "Regulations for the Nordic Ecolabelling of products" of 22 June 2011 or later version.

The applicant must be well acquainted with the "Regulations for the Nordic Ecolabelling of products".

A description of the design of the ecolabel can be found at the end of this document.

- Appendix 2 duly completed declaring that the persons marketing the ecolabelled products within the company are familiar with "Regulations for the Nordic Ecolabelling of Products". Use Appendix 2 to document this requirement.

Appendix no. _____

R6 Take-back system

Yes No

Pertinent national producer responsibility regulations, legislation and/or agreements within the sector regarding the recycling systems for products and packaging shall be met in the Nordic countries in which the Nordic Ecolabelled product is marketed.

- Declaration from the applicant regarding adherence to existing recycling/take-back agreements.

Appendix no. _____

R7 Laws and regulationsYes No

The licensee must guarantee adherence to safety regulations, working environment legislation, environmental legislation and conditions/concessions specific to the operations at all sites where the Nordic Ecolabelled paper is manufactured.

No documentation is required, but Nordic Ecolabelling may revoke the licence if the requirement is not fulfilled.

R8 Quality and environmental assuranceYes No

The applicant is responsible for ensuring that the quality of the Nordic Ecolabelled product is maintained throughout the period of validity of the licence.

If the paper manufacturer applies for or holds a Nordic Ecolabel licence, this requirement on environmental and quality assurance shall be documented using the basic module (version 2), requirements R5-R6.

If the applicant or licensee is not the paper manufacturer, the following shall be fulfilled:

- All requirements in the ecolabelling criteria that are relevant for the licence applicant are being met and that they are verifiable during the validity period of the licence.
- The Nordic Ecolabelled product can be traced throughout the entire production process from raw material to finished product.
- Unforeseen non-conformities or planned changes in production, which may affect the product's ability to fulfil the ecolabelling requirements, are reported to Nordic Ecolabelling without delay.
- The licence applicant shall have a written permission from Nordic Ecolabelling before carrying out any changes that may be of relevance for the fulfilment of the ecolabelling requirements. Examples of such changes are a change of recipe (pulp mixture), exchanging raw materials and new production methods.
- A person in the organization is assigned the responsibility and authority to guarantee that the requirements of the ecolabelling criteria are fulfilled.
- A contact person, responsible for reporting to Nordic Ecolabelling, is appointed.

The requirements on environmental and quality assurance are documented using Appendix 5 of the basic module (version 2).

Appendix no. _____

Marketing

The Nordic Ecolabel, the Swan, is a very well-known and well-reputed trademark in the Nordic region. A Nordic Ecolabelled computer may be marketed using the Swan ecolabel so long as the associated licence is valid.

The label must be positioned so that there is no doubt as to what the label refers and so that it is clear that the computer is ecolabelled.

More information on marketing can be found in “Regulations for the Nordic Ecolabelling of products” of 22 June 2011 or later version.

Design of the Nordic Ecolabel

The design of the Ecolabel and the allocated ID number (shown as 000.000) shall have the following design:



The subtext “Copy paper”, “Printing paper” or “Cardboard”, as relevant, may also be used.

The ecolabel shall be found both on the ream cover and on the box.

Validity of the criteria document

Nordic Ecolabelling adopted version 4 of the criteria for copy and printing paper on 22 June 2011. The criteria are valid until 30 June 2014.

On 15 May 2013, the Secretariat Manager Meeting decided to prolong the validity of the criteria with two years. The new version is called 4.1 and it is valid until 30 June 2016.

During the period of validity, the Nordic Ecolabelling Board may correct, clarify and/or extend the criteria by publishing a new version of the document. This will not normally affect licences already granted.

The Nordic Ecolabelling Board shall announce new criteria at least 12 months in advance of the end of the period of validity.

Appendix 1 Information about the paper

GENERAL INFORMATION

Name of licensee/applicant: _____

Address: _____

Name of paper manufacturer: _____

INFORMATION ON THE PAPER

Trade name: _____

Grade: _____

At least one of the following types must be checked:

Office paper for:

Copy paper

Laser

Four-colour copying and ink-jet

Coloured paper

Labels

Other: _____

Graphic paper for:

Digital printing

Offset

Cardboard

News print

Other: _____

Weight (g/m²) _____

Is the paper sold in sheets or on rolls? _____

Sheet size (smallest, greatest): _____

Coating: The paper is Coated Uncoated

Archive grade (voluntary information):

Does the paper fulfil ISO 9706 (Information and documentation -
Paper for documents – Requirements for permanence)?

Yes No

Other aspects (e.g. runnability or printability) _____

Appendix 2 Marketing of ecolabelled copy and printing paper

Marketing of ecolabelled products for which a licence is sought

We hereby confirm that we are aware of the rules governing the use of the Nordic ecolabel as described in “Regulations for Nordic Ecolabelling of Products”.

We hereby undertake that any marketing activities will comply with these regulations.

We also confirm that we are familiar with the criteria for the ecolabelling of copy and printing paper. We confirm that no other paper is sold under the same trade name as the Nordic Ecolabelled paper.

We undertake to ensure that the persons marketing the ecolabelled products within our company will receive information on the criteria governing the ecolabelling of copy and printing paper and “Regulations for Nordic Ecolabelling of Products”.

Company	Place/date
Contact person (signature)	
Contact person (name, printed)	Phone
Marketing manager (signature)	
Marketing manager (name, printed)	Phone

A new declaration must be submitted to the ecolabelling organization in the event of changes in the personnel.