



GS-15

GREEN SEAL™ STANDARD FOR NEWSPRINT

**EDITION 1.1
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THE MARK OF ENVIRONMENTAL RESPONSIBILITY

GREEN SEAL

Green Seal is a non-profit organization whose mission is to use science-based programs to empower consumers, purchasers, and companies to create a more sustainable world. Green Seal sets leadership standards that aim to reduce, to the extent technologically and economically feasible, the environmental, health, and social impacts throughout the life-cycle of products, services, and companies. The standards may be used for conformity assessment, purchaser specifications, and public education.

Green Seal offers certification of products, services, and companies in conformance with its standards. For additional information on Green Seal or any of its programs, contact:

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**GREEN SEAL STANDARD FOR
NEWSPRINT, GS-15**

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FOREWORD

Edition. This version is Edition 1.1 from May 10, 2013 and replaces the First Edition from January 14, 1994 (with editorial changes made on October 1, 2011). This revision includes substantive changes.

General. The final issued standard was developed in an open and transparent process with stakeholder input that included producers, users, and general interests.

The requirements in the standard are based on an assessment of the environmental, health, or social impacts associated with the products, services, or organizations covered in the scope of the standard. These requirements are subject to revision, and generally cover aspects above and beyond regulatory compliance. This standard neither modifies nor supersedes laws and regulations. Any conformity assessment to this standard requires compliance with all applicable laws and regulations for the manufacturing and marketing of the products.

Provisions for safety have not been included in this standard, since they are supervised by regulatory agencies. Adequate safeguards for personnel and property should be employed for all stages of production, and for all tests that involve safety considerations.

Products, services, or organizations that are substantially similar to those covered by this standard in terms of function and life cycle considerations may be evaluated against the intent of the requirements of this standard, accounting for relevant differences between the intended scope of the Standard and the actual product, service, or organization to be evaluated.

This standard may not anticipate a feature of the product that may significantly, and undesirably, increase its impact on the environment, health, or society. In such a situation, Green Seal will ordinarily amend a standard to account for the unanticipated environmental, health, or societal impacts.

Normative references (e.g., other standards) in this standard intend to refer to the most recent edition of the normative reference. Test methods may be required for product evaluation. Unless explicitly stated that a specified method is the only acceptable one, the intent of the standard is that an equivalent test method may be accepted at Green Seal's sole discretion.

Certification to this standard shall be awarded only by Green Seal, or, with Green Seal's explicit written permission, by a third-party certification program conducting on-site audits.

Disclaimer of Liability. Green Seal, as the developer of this standard, shall not incur any obligations or liability for any loss or damages, including, without limitation, indirect, consequential, special, or incidental damages, arising out of or in connection with the interpretation or adoption of, reliance upon, or any other use of this Standard by any party. Green Seal makes no express or implied warranty of merchantability or fitness for a particular purpose, nor any other express or implied warranty with respect to this Standard.

GREEN SEAL STANDARD FOR NEWSPRINT, GS-15

1.0 SCOPE

This standard establishes environmental requirements for all *newsprint* and printed products manufactured from *newsprint*, including newspapers and miscellaneous published material made from *newsprint* such as inserts, flyers, etc. See Appendix 1 for an example list of products included in this standard.

Words and phrases described in the standard that appear in *italics* have a corresponding definition located in the definition section of the standard, Annex A.

2.0 PRODUCT SPECIFIC PERFORMANCE REQUIREMENTS

The product must be made in accordance with reasonable industry practice with respect to quality and performance.

3.0 PRODUCT SPECIFIC ENVIRONMENTAL REQUIREMENTS

3.1 Newsprint Content. *Newsprint* must contain at least 40% by fiber weight of *recovered material*. A minimum 25% by fiber weight of the *newsprint* must be *old newspaper*. The content shall be calculated using a weighted average of materials used over a period not to exceed the previous three months.

3.2 Newspaper Content. Newspapers, including all inserts made of *newsprint*, must contain at least 35% by weight of *newsprint* as defined in 3.1. The weight of *newsprint* shall be calculated using a weighted average of materials used over a period not to exceed the previous three months.

3.3 Miscellaneous Material Content. Miscellaneous published material from *newsprint* must contain 100% by weight of *newsprint* as defined in 3.1.

4.0 CERTIFICATION AND LABELING REQUIREMENTS

4.1 Certification Mark. The Green Seal® Certification Mark may appear on the product, packaging, secondary documents, and promotional materials, only in conjunction with the certified product. Use of the Mark must be in accordance with *Rules Governing the Use of the Green Seal Certification Mark*¹.

¹ www.greenseal.org/TrademarkGuidelines

The Green Seal Certification Mark shall not be used in conjunction with any modifying terms, phrases, or graphic images that might mislead consumers as to the extent or nature of the certification.

Green Seal must review all uses of the Certification Mark prior to printing or publishing.

4.2 Use With Other Claims. The Green Seal Certification Mark shall not appear in conjunction with any human health or environmental claims, unless verified and approved in writing by Green Seal.

4.3 Statement of Basis for Certification. Wherever the Green Seal Certification Mark appears, it shall be accompanied by a description of the basis for certification. The description shall be in a location, style, and typeface that are easily readable.

Unless otherwise approved in writing by Green Seal, the description shall read as follows, unless an alternate version is approved in writing by Green Seal:

This product meets Green Seal™ Standard GS-15 based on XX% recovered material content and industry standard performance.
GreenSeal.org

ANNEX A -- DEFINITIONS (Normative)

Note that the defined terms are italicized throughout the standard.

Newsprint. Paper having a surface density between 40 g/m² and 57 g/m², generally used in the publication of newspapers, and made primarily from mechanical wood pulps combined with some chemical wood pulp.

Old Newspaper. Newspapers and other groundwood papers that are collected after printing or after use by the end user. Old newspaper may include over-issue newspaper.

Post-Consumer Material. Those finished products, packages or materials generated by a business or consumer that have served their intended end uses, and that have been recovered from or otherwise diverted from the waste stream for the purpose of recycling.

Recovered Material. Fiber waste generated after the completion of a manufacturing process, such as *post-consumer materials*, envelope cuttings, bindery trimmings, printing waste, cuttings and other converting waste, butt rolls and mill wrappers, obsolete inventories, and rejected unused stock. Recovered material shall not, however, include fibrous waste generated during the manufacturing process, such as fibers recovered from wastewater or trimmings of paper machine rolls (virgin mill broke), regardless of whether such materials are used by the same or another company and shall also not include fibrous by-products of harvesting, extractive or woodcutting processes or forest residues such as cotton linters, bark or sawdust. The component of the trimmings of paper machine rolls (dry mill broke) which consists of recovered material shall be considered recovered material when used to manufacture the certified product.

APPENDIX 1 – SCOPE (Informative)

Examples of products included in or excluded from the scope of GS-15:

Products Included in GS-15

- *Newsprint*
- Inserts made from *newsprint*
- Miscellaneous published material made from *newsprint* (e.g. flyers)

Products Excluded from GS-15

- Paper towels (included in GS-1)
- Napkins (included in GS-1)
- Nonwoven sanitary products
- General purpose disposable and flushable wipes
- Bathroom tissue (included in GS-1)
- Facial tissue (travel packs)
- Facial tissue (flat box and cube box) (included in GS-1)
- Toilet seat covers (included in GS-1)
- Placemats or tray liners (included in GS-1)
- Table coverings (included in GS-1)
- Printing and writing paper (covered in GS-7)
- Paper products used in the preparation of food (covered in GS-18)
- Coated printing paper (covered in GS-10)
- Single-use rigid containers for packaging or carry-out (included in GS-35)
- Single-use plates and bowls for packaging or carry-out (included in GS-35)