



GS-10

**GREEN SEAL™ STANDARD FOR
COATED PRINTING PAPER**

**EDITION 2.1
July 12, 2013**

Green Seal, Inc. • 1001 Connecticut Ave. NW, Ste 827 • Washington, DC USA 20036-5525
(202) 872-6400 • FAX (202) 872-4324 • www.greenseal.org

Green Seal's Standards are copyrighted to protect Green Seal's publication rights.
There are no restrictions on using the criteria in the design or evaluation of products.

©2013 Green Seal, Inc. All Rights Reserved

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:

Green Seal
1001 Connecticut Avenue, NW, Suite 827
Washington, DC 20036-5525
(202) 872-6400 • FAX (202) 872-4324
greenseal@greenseal.org
www.greenseal.org

**GREEN SEAL STANDARD FOR
COATED PRINTING PAPER, GS-10**

TABLE OF CONTENTS

FOREWORD4

1.0 SCOPE5

2.0 PRODUCT SPECIFIC PERFORMANCE REQUIREMENTS5

3.0 PRODUCT SPECIFIC ENVIRONMENTAL REQUIREMENTS.....5

3.1 COATING COMPOSITION AND HEAVY METAL RESTRICTIONS.5

3.2 RECYCLED CONTENT REQUIREMENTS.....5

3.3 PRODUCTION PROCESS REQUIREMENTS.6

4.0 CERTIFICATION AND LABELING REQUIREMENTS6

4.1 CERTIFICATION MARK.6

4.2 USE WITH OTHER CLAIMS.6

4.3 STATEMENT OF BASIS FOR CERTIFICATION.....7

ANNEX A – DEFINITIONS8

APPENDIX 1 – SCOPE9

FOREWORD

Edition. This version is Edition 2.1 from May 10, 2013 and replaces the Second Edition from January 7, 1997 (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 COATED PRINTING PAPER, GS-10

1.0 SCOPE

This standard establishes requirements for *coated printing papers*. Specialty papers, such as thermal and carbon paper are excluded from the scope of this standard. 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

The product shall meet the requirements listed in Section 3.1 (Coating Composition and Heavy Metal Restrictions). In addition, the product shall meet either the requirements in Section 3.2 (Recycled Content Requirements) or those in Section 3.3 (Production Process Requirements).

3.1 Coating Composition and Heavy Metal Restrictions.

3.1.1 The manufacturer shall demonstrate that lead, cadmium, mercury, and hexavalent chromium are not used as ingredients in the *coated printing paper*.

3.1.2 The *coating* shall not be formulated with free formaldehyde.

3.2 Recycled Content Requirements.

3.2.1 The fiber in *coated printing paper* shall contain a minimum of 10% *post-consumer material*.

3.2.2 The percentage of *post-consumer material* shall be calculated and certified based on the fiber weight of the paper.

3.2.3 The calculation of *post-consumer material* content based on fiber weight shall be performed using the following formula based on dry weight of the material inputs.

Post-consumer material:

$$\frac{(Post\text{-}consumer\ Material \times Yield)}{[(Virgin\ Pulp \times Yield) + (Other\ Fibrous\ Material \times Yield.)]}$$

3.2.4 Yield loss will depend on the product manufactured, the raw material, the level of contaminants and the cleaning and de-inking technology employed. The percentage yield shall be calculated by dividing the total material output by the total material input.

3.2.5 The percentage of *post-consumer material* shall be calculated based on a weighted average of the materials used for a period of time not to exceed the previous three months.

3.3 Production Process Requirements.

3.3.1 If printed material is used to manufacture the product, it shall not be de-inked using a solvent containing chlorine.

3.3.2 Neither chlorine nor any of its derivatives (such as hypochlorite and chlorine dioxide) shall be used in the bleaching agent if bleaching is employed in the manufacture of the product.

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.

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.

¹ www.greenseal.org/TrademarkGuidelines

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:

If the product is certified to the requirements of Section 3.2, the Green Seal Certification Mark, wherever it appears, shall be accompanied by the phrase, unless an alternate version is approved in writing by Green Seal:

This product meets Green Seal™ Standard GS-10 based on XX% post-consumer content, industry standard performance, and protective limits on heavy metals and formaldehyde.
GreenSeal.org.

If the product is certified to the requirements of Section 3.3, the Green Seal Certification Mark, wherever it appears, shall be accompanied by one of the following phrases [as appropriate]:

The description shall read as follows for unbleached products, unless an alternate version is approved in writing by Green Seal:

This product meets Green Seal™ Standard GS-10 based on bleach-free processing, industry standard performance, and protective limits on heavy metals and formaldehyde. Recycled content may have originally been bleached. GreenSeal.org.

For whitened or bleached products, as applicable, unless an alternate version is approved in writing by Green Seal:

This product meets Green Seal™ Standard GS-10 based on chlorine-free processing, industry standard performance, and protective limits on heavy metals and formaldehyde. Recycled content may have originally been bleached with chlorine.
GreenSeal.org.

This product meets Green Seal™ Standard GS-10 based on oxygen bleaching, industry standard performance, and protective limits on heavy metals and formaldehyde. Recycled content may have originally been bleached with chlorine. GreenSeal.org.

ANNEX A – DEFINITIONS (Normative)

Note that the defined terms are italicized throughout the standard.

Coated Printing Paper. Any printing paper which has surface *coatings* added for the purpose of improving its appearance and printing surface.

Coating. The layer of pigment and adhesives substances which has been applied to the surface of paper to create a new surface.

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.

APPENDIX 1 – SCOPE (Informative)

Examples of products included in or excluded from the scope of GS-10:

Products Included in GS-10

- Coated paper used in advertising, magazines, directories, card stock or catalogs – finish may be high gloss, metallic, or matte. May be coated on one side or two sides.

Products Excluded from GS-10

- Paper towels (included in GS-1)
- Napkins (included in GS-1)
- 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 (included in GS-7)
- Paper products used in the preparation of food (included in GS-18)
- Specialty paper such as thermal or carbon paper
- Newsprint (included in GS-15)
- Inserts made from newsprint (included in GS-15)
- Miscellaneous published material made from newsprint (e.g. flyers) (included in GS-15)