



FIBER + WATER + ENERGY
The Nature of Paper



FIBER



WATER



ENERGY



PAPER

FIBER. WATER. ENERGY.

These are the most fundamental elements of the paper-making process. They are also the key factors that determine paper's overall environmental impact. At Fox River Paper Co., we focus on each of these areas in order to offer our customers a comprehensive ecological solution: the highest quality uncoated paper made in a responsible manner with materials and energy sources that minimize the environmental impact.

As you choose paper for your corporate communications, you can take several key actions to minimize the environmental impacts with the paper you use:



1 Maximize post-consumer recycled fiber.

Post-consumer fiber comes mainly from municipal and office recycling programs — not directly from forests. By using paper with a high percentage of post-consumer fiber, you can reduce the demand for virgin pulp and thus reduce pressure on forest ecosystems.

Fox River Paper Co. is an industry leader in manufacturing recycled papers. Since the early 1980's, we have continually increased the level of post-consumer waste in our papers. We currently make more than 200 different colors and finish combinations containing post-consumer fiber, representing nearly 70% of our offerings. These sheets range from 30% to 100% post-consumer recycled content.

WATER

ENERGY

PAPER

2006 Global Citizenship Report

Vital Responsible Ethical **Global** Governance
Integrity Technology Product Innovative Reliable
Operations Speed Agility Supply Expert Privacy
Trustworthy Safety Collaborative Employee
Citizenship Diversity Engaging Customer
Relationship Accessible Social Meaningful
Profitable Public Leadership Optimistic Forward
Growth Inventive Essential **Report**





Product environmental impacts

As one of the world's largest IT companies, HP's greatest impact on the environment is through our products. HP is committed to providing products and services that are environmentally sound throughout their life cycles. This chapter describes our efforts in product design, packaging, reuse and recycling.

Environmental impacts occur at every stage of the product life cycle: from product design, through manufacturing and transport, to use by customers and, finally, disposal at the end of a product's life.

Managing these impacts is a complex challenge as well as an opportunity. We apply design expertise to create innovative products and services with reduced environmental impact. This aligns with our customers' expectations of high performance, low cost and minimum environmental impact, and provides HP a potential source of competitive advantage. For example, flat panel display, notebooks, multi-function handhelds and all-in-one printers use less material and are more energy-efficient than the desktop PCs and individual scan, fax, copy and print devices they replace for many customers. These newer products help reduce energy consumption, CO₂ emissions and space used in transport, all of which result in lower environmental impact. HP ensures environmental design does not compromise other product requirements such as quality, reliability and price.

Design for Environment

Our Environmental, Health and Safety Policy commits us to provide products and services that are environmentally sound throughout their life cycles. It states that we will "design and manufacture our products to be safe to use and to minimize their environmental impact." We integrate environmental design practices throughout the product design stage.

To meet the objectives of our Environmental, Health and Safety Policy, HP established its Design for Environment (DfE) program in 1992, with three priorities. These priorities still apply today:

- **Energy efficiency** – reduce the energy needed to manufacture and use products
- **Materials innovation** – reduce the amount of materials used in our products and develop materials that have less environmental impact and more value at end-of-life
- **Design for recyclability** – design equipment that is easier to upgrade and/or recycle

HP's Environmental Strategies Council coordinates the implementation of our DfE strategy. This group includes representatives from each global business unit and sales region, as well as supply chain, operations and other corporate functions. The Environmental Strategies Council establishes environmental design standards to incorporate into new products.

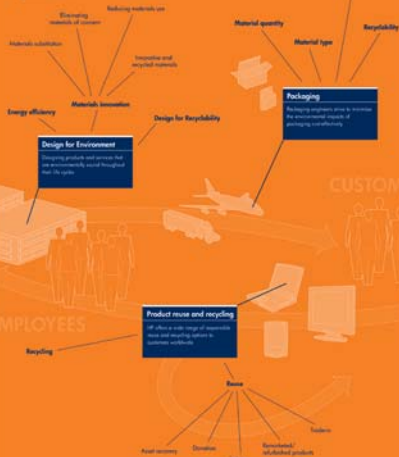
HP's DfE initiatives are incorporated into product development by a network of product stewards that are integrated into design and development teams to identify, prioritize and recommend environmental innovations. These standards address design requirements that encompass the entire product life cycle.

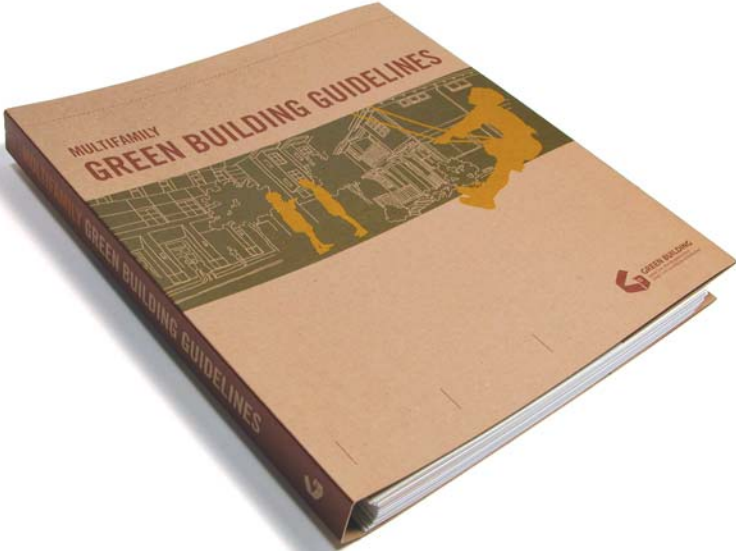
Global support teams address major initiatives that have broader implications for HP. Examples include the End-of-Life team that addresses product reuse and recycling (see Product reuse and recycling) and the Restricted Materials team that focuses on requirements for reducing or eliminating restricted materials from HP products (see Materials innovation).

Product environmental information tracking

Tracking and analyzing environmental performance across HP's product portfolio presents a complex challenge. To address this, HP introduced a Product Environmental Tracking (PET) database in 2005 which can store product

Aspects of product environmental impacts at HP





MULTIFAMILY
GREEN BUILDING GUIDELINES

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Greenness

Future adaptation
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materials, finishes, features

University's Center for Universal
features for adaptable
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Engineering at the University
to compare universal design
for engineering and other
online for an article on
in Toronto for reference
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SITWORK



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See reverse for details.

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