



Australian Paper

a member of the Nippon Paper Group

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MEDIA RELEASE

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Carbon neutrality in the bag – a world first for Stirling Fildes

Stirling Fildes - an Australian-owned pharmacy labelling, printing, packaging and consumables company - will offer the world's first carbon neutral paper to its customers.

Australian Paper, Australia's only packaging paper manufacturer, created the carbon neutral MG brown and bleached paper for bags this year.

The paper used to make the bags is certified to the National Carbon Offset Standard (NCOS); the Australian Government certification that sets the requirements for achieving carbon neutrality.

"By offering this first, we remain a market-leader in the pharmacy retail packaging industry, while helping to reduce our carbon footprint," said Adrian Willoughby, Managing Director of Stirling Fildes.

"We have a responsibility to provide sustainable packaging options for our customers who will ultimately reap the benefits."

"The opportunity to work with Australian Paper is very exciting and we look forward to building on a better environmentally-friendly and sustainable range of products," said Mr Willoughby.

One tonne of the paper equates to around 200,000 bags. To date Australian Paper has sold 50 tonnes of this new carbon neutral grade packaging product with a further 40 tonnes on order.

"Australian Paper has always been an innovative, forward thinking company and the creation of this product is further evidence that we are a frontrunner in the industry," said Mr Henneberry, CEO, Australian Paper.

“We believe that NCOS certified paper will benefit buyers with carbon neutral paper procurement policies within their organisation.”

“Our customers want environmentally acceptable, advanced paper choices they can be proud of and we have answered their needs with this packaging paper option.”

“This product gives companies and consumers the option to help the environment by reducing their carbon footprint through use of the unassuming paper bag,” said Mr Henneberry.

The ‘new bag on the block’ also contains recycled paper that is locally made at Australian Paper’s Maryvale Mill in Victoria which supports around 900 employees directly.

Meg McDonald, CEO of Low Carbon Australia, which has officially certified Australian Paper’s range of premium office paper as carbon neutral on behalf of the Australian Government, welcomed Stirling Fildes’ paper bag initiative.

“By using these paper bags Stirling Fildes’ leadership is a beacon for others wanting to make a difference to their environment through making carbon neutral choices,” she said.

BJ Ball are the exclusive merchants of the carbon neutral bag paper grades in Australia.

"We are excited to be part of the supply chain for this world first carbon neutral product and applaud both Australian Paper and Stirling Fildes for their commitment to sustainable manufacturing and procurement," said Luke Wilkinson, National Sales Manager of BJ Ball Papers.

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About Low Carbon Australia

Low Carbon Australia provides financial solutions and advice to Australian business, government and the wider community to boost investment in energy efficiency, cost-effective carbon reductions, and clean technology.

Low Carbon Australia Limited is the Australian Government's official certifier of carbon neutrality. Low Carbon Australia's Carbon Neutral Program is a voluntary scheme for Australian organisations seeking carbon neutrality for their whole organisation, part of their organisation, an event, product or service.

Certification is against the National Carbon Offset Standard (NCOS), which provides integrity through its guidance on genuine voluntary offsets and its minimum requirements for calculating, auditing and offsetting a carbon footprint to achieve carbon neutrality.

To be carbon neutral means that the net emissions associated with a product or an organisation's activities are equal to zero. For an organisation or product to become carbon neutral, best practice requires an organisation to:

1. Measure its carbon footprint;
2. Reduce emissions; and
3. Offset any residual emissions

Those participating in the Carbon Neutral Program join some of Australia's leading corporate names as members of Low Carbon Australia's Carbon Neutral Network. Members include airlines Qantas, Virgin and Jetstar which have carbon neutral offsetting schemes, banks ANZ and NAB, professional services firm PwC, property groups DEXUS and GPT, real estate firm CBRE, The Merino Company, printers Mystique, Vega and Focus Press, Australian Paper with carbon neutral paper products through its Reflex and Staples brands, Keytek, for carbon neutral printer ink brands, Republica Coffee and brewers CUB for carbon neutral Cascade Pure beer.

The combined efforts of Carbon Neutral Network members have resulted in more than 1 million tonnes of carbon emissions being avoided each year.

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