



# REDUCING YOUR CO<sub>2</sub> IMPACT MEET THE CANON ZERO ASSORTMENT

Wide Format Papers for Architecture, Engineering,  
Construction and Manufacturing Industries

**Canon**

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**ZERO**  
**YOUR CO<sub>2</sub>**  
**FOOTPRINT**  
**TAKE YOUR**  
**SUSTAINABILITY**  
**TO THE**  
**NEXT LEVEL**

# SUSTAINABILITY TRENDS IN PAPER INDUSTRY

The world is facing an increasing number of environmental challenges, including climate change, deforestation, and resource depletion. As a result, businesses and consumers are becoming more aware of the environmental impact of their actions and are seeking more sustainable solutions.

The pulp and paper industry has made significant strides to become more sustainable. According to the Confederation of European Paper Industries (CEPI), the European pulp and paper industry has achieved a total reduction of carbon emissions (both direct and indirect) by 53% per ton of product from 1990 to 2021.

Businesses are increasingly prioritizing their impact on environmental issues and taking actions to protect and conserve the environment. Implementing practices such as reusing and recycling products, managing chemical substances, controlling emissions, preventing pollution, and optimizing raw material usage, all contribute to these efforts.

In all industries, the role of print is still of vital importance for communication and managing complex processes. The use of sustainable papers and efficient print techniques will help companies to reach and enhance their environmental goals, to strengthen relationships with their clients and stakeholders, and to build on a more sustainable future.



# SUSTAINABILITY IN AECM – A PERSPECTIVE

According to the World Green Building Council, the construction industry is responsible for an estimated 39% of the world's carbon emissions.

An industry survey found that practitioners in the engineering and construction fields are leading the way in sustainability, particularly in the design phase. Nearly half of those surveyed, 47%, state that sustainability is a top priority or major concern. Engineering and construction firms are facing numerous demands as they seek to manage costs and optimize processes, while also placing emphasis minimizing their carbon footprint.

The increasing emphasis on environmental concerns has led to a rise in demand for sustainable business practices, such as early adoption of BIM (Building Information Modeling) technology.

On the other hand, the innovation in the AECM industry has led to the identification and resolution of more issues during the design stage of building projects. That means that sustainability in the AECM industry starts from the very beginning of the project lifecycle – on the drawing table.



By considering sustainability at every step of the project lifecycle - from design and manufacturing to end-of-life disposal - the AECM market can create a more sustainable industry overall.

**One particularly important consideration, that could be easily overlooked, is the type of paper that is used to support the construction process.**

For more than 20 years, the Paper Industry has committed to produce paper products from responsibly sourced raw materials with FSC® (Forest Stewardship Council) or PEFC (Programme for the Endorsement of Forest Certification) certification. These materials are harvested in a way that protects the environment and the communities that depend on the forests.

Next to that, the paper industry has taken significant steps in the management of water and energy sources, plus in reducing carbon emissions. **Thanks to this, we are now able to offer the AECM industry a carbon neutral paper product to support their sustainability goals.**

“AECM consists of businesses in the Architecture, Engineering, Construction and Manufacturing industry.”



<https://worldgbc.org/>

<https://www.forbes.com/sites/sap/2021/08/25/the-construction-industry-is-getting-greener-why-how-and-whats-changing/?sh=6d64da6652bc>



# CANON ZERO PAPER

At Canon, we operate according to the Japanese philosophy of “Kyosei,” which focuses on the well-being of people and society. That is why, we develop products with a strong environmental focus.

Choosing the appropriate print media, as well as the right digital printer, is fundamental in achieving improved environmental targets within the print industry. We offer a wide selection of sustainable media, such as PVC free options and recycled papers.

And since the last decade, Canon Imaging Supplies has developed a range of carbon neutral papers for cut sheet printing. Now we are expanding our carbon neutral offering to Wide Format Digital Print.

Meet our new “ZERO” Wide Format Papers:

- **Red Label Zero FSC®** - a carbon neutral, FSC® certified, and EU Ecolabel certified solution for Architectural, Engineering, Construction, and Manufacturing designs.
- **Recycled White Zero FSC®** - the perfect choice for those who want to reduce their environmental impact with both CO<sub>2</sub> neutral and recycled in one product.

## HOW CANON CARBON NEUTRAL WORKS:

- Carbon neutral sourcing
- Carbon neutral transports
- Third Party verified carbon - compensation

Both Red Label Zero and Recycled White Zero are delivered carbon neutral, thanks to an energy-efficient production at first class paper mills and a further optimized distribution chain.

The CO<sub>2</sub> emissions that inevitably remain in the entire process are offset in close cooperation with ClimatePartner. Canon invests in ClimatePartner’s projects which bear the Gold Standard\* label. The projects focus on global CO<sub>2</sub> reduction, ranging from small local initiatives to large investments in hydropower plants.

**Thanks to our support to ClimatePartner’s projects, Canon can fully offset the CO<sub>2</sub> emissions in the chain and reduce the net emissions to zero.** This enables the Red Label Zero and Recycled White Zero grades to be delivered at your site completely carbon neutral.

\* Gold Standard was established in 2003 by WWF and other international NGOs to ensure projects that reduced carbon emissions featured the highest levels of environmental integrity and also contributed to sustainable development.



Efficient resource use at integrated paper mill - we ensure all raw materials come from renewable sources.



Efficient energy use - we ensure that paper mills have energy consumption requirements in place, and recover energy from various production processes.



CO<sub>2</sub> reduction - We are committed to contributing to a low-carbon society by reducing CO<sub>2</sub> emissions across our corporate operations and throughout the product lifecycle.



The mark of responsible forestry

### FSC® certification

These Canon papers are sourced from FSC certified and recycled fibre sources. Also, the papers are procured from producers and suppliers that commit to meeting specific social and environmental criteria.

These sourcing requirements ensure that Canon paper is produced using responsibly managed forests, ensuring the prevention of biodiversity and habitat loss through deforestation.



# RED LABEL ZERO FSC

- Carbon neutral
- FSC® certified
- EU Ecolabel certified
- Light weight: 75 g/m<sup>2</sup>

100% CO<sub>2</sub> neutral delivered at the customer's doorstep:

- Selecting the best in class suppliers with a minimal CO<sub>2</sub> output during production
- An active programme to further reduce CO<sub>2</sub>
- Compensation of unavoidable CO<sub>2</sub> in the supply chain

Red label Zero is available in more than 30 varieties/SKU's

- **Width:** ISO (DIN) and ANSI sizes
- **Length:** 175m and 200m lengths
- **Packaging:** Available with or without box packaging



# RECYCLED WHITE ZERO FSC

- Carbon neutral
- FSC® certified
- EU Ecolabel certified
- From 100% post-consumer recycled paper
- Light weight: 80 g/m<sup>2</sup>

100% CO<sub>2</sub> neutral delivered at the customer's doorstep:

- Selecting the best in class suppliers for recycled paper production
- An active programme to further reduce CO<sub>2</sub>
- Compensation of unavoidable CO<sub>2</sub> in the supply chain

Recycled White Zero is available in 7 varieties/SKU's

- **Width:** ISO (DIN) and ANSI sizes
- **Length:** 150m
- **Packaging:** Available with box packaging



# WHY USE CARBON NEUTRAL PAPERS?



The Canon ZERO paper assortment range is FSC® certified and delivered 100% carbon neutral. This makes it the ideal choice for **Print Service Providers** to serve their clients in the AECM markets. With Canon Red Label Zero papers, Print Service Providers can offer their clients more added value: a cost-effective and environmentally responsible solution for wide format paper applications. This will lead to improved customer loyalty, new business and prospects, and will also contribute to a more sustainable market reputation.



When managing the engineering process with wide format print, the Canon ZERO paper assortment is the excellent choice for **Engineering and Manufacturing companies**. Using this 100% carbon neutral paper will certainly contribute to the overall sustainability of their projects. It will also enhance their reputation as a sustainable company, with the potential to attract more environmentally-driven clients.



**Designers and Architects** can make a distinctive contribution to their sustainability goals by using the right paper for their wide format prints. Canon ZERO paper assortment offers Designers and Architects high quality print output with the best environmental credentials in the market. Like designs are of the base of a sustainable project, a 100% carbon neutral paper is the base for a more sustainable print process. And it all contributes to the industries mission to lower the carbon footprint.



**Construction companies** can now reduce their environmental impact when using the Canon ZERO papers for their wide format prints to manage their works. Like well-conceived durable buildings, the use of carbon free papers is at the base of a more sustainable print process and will help meet and even raise sustainability goals in the construction industry.

# SUMMARY

AECM businesses can achieve their environmental targets in many ways: by designing buildings and constructions, recycling products, managing chemical substances and raw materials, use of energy and water management. Now they can add to this the use of Canon ZERO papers for their digital printing activities. Red Label Zero and Recycled White Zero are **the first** Wide Format Carbon Neutral Papers, designed to support the AECM industry to further develop their sustainability goals.

We would like to invite businesses involved in the Wide Format printing industry - Architects, Engineering Construction, Manufacturing companies and Print Service Providers - to embrace this opportunity to further develop sustainability goals and to contribute to the preservation of our environment and our planet.

To find detailed information on our ZERO assortment, please visit: [www.canon-europe.com/mediaguide](http://www.canon-europe.com/mediaguide)

To learn about Canon, please visit us at:  
[www.canon-europe.com/supplies](http://www.canon-europe.com/supplies)

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