



# MINIMISING CARBON FOOTPRINT WITH **SUSTAINABLE MEDIA**

Meet the Zero paper range  
from Canon

**Canon**

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# PAPER AND THE PLANET



In Europe, 72% of paper consumption was recycled in 2019, making it one of the most recycled of all materials<sup>1</sup>

Sustainable print and paper solutions are becoming more and more important every day and the print industry as a whole is adapting rapidly to become more environmentally friendly. As a global organisation, it is our responsibility to work with our customers to find solutions that facilitate more sustainable printing to help them achieve their environmental goals.

The good news is that the pulp and paper and the printing industries are two of the leading sectors when it comes to renewable energy and mitigating carbon impact. In fact, printed paper is a highly sustainable form of communication in today's digital society. The direct emissions of CO<sub>2</sub> from the European pulp and paper industry were also reduced by 25% between 2005 and 2017.<sup>2</sup> And what's more, paper and paper products only account for 0.8% of European greenhouse gas emissions.<sup>3</sup>

Many businesses are already actively working to address environmental issues as a priority. There are a number of ways your business can help protect and conserve the environment, from reusing and recycling used products and managing chemical substances contained in products, to managing air emissions and the prevention of pollution, as well as the better use of raw materials.

And when it comes to print, there has never been a greater variety of recycled paper, sustainable inks and energy-efficient print production equipment available.

As a result of taking a more sustainable approach to your business, it will help you become more efficient, improve your brand value and reputation, and strengthen stakeholder relations to help you grow and succeed.

<sup>1</sup> <https://www.twosides.info/documents/factsheets/3-Paper-Recovery-and-Recycling.pdf>  
<sup>2</sup> <https://www.twosides.info/documents/factsheets/1-Renewable-Energy-and-Carbon-Footprint.pdf>  
<sup>3</sup> <https://www.twosides.info/documents/factsheets/1-Renewable-Energy-and-Carbon-Footprint.pdf>



# ZERO PAPER. ZERO EMISSIONS.

In the printing industry, not only is choosing the right digital printer a way of contributing towards your environmental goals, but so too is choosing the right print media.

At Canon, we have based our business over the years on the Japanese philosophy of 'Kyosei', which means 'living and working together for the common good'. That's why we've developed products with a strong focus on environmental sustainability. Canon was one of the first print media suppliers worldwide to offer climate neutral paper solutions. For over a decade, we've offered a broad range of climate-neutral media for every type of end-to-end digital print solution, it's become part of our 'print media DNA'.

We call it our 'Zero' paper range and it includes:

- **Black Label Zero** - the ideal multi-functional paper for every application.
- **Orange Label Zero** - CO<sub>2</sub> neutral choice and multi-functional paper for selected Canon resellers and their customers.
- **Recycled White Zero** - for environmentally friendly customers who want both recycled and CO<sub>2</sub> neutral paper in one.
- **Top Colour Zero** - the perfect smooth paper for high quality colour prints.

## So why should you use climate-neutral papers?

With our climate-neutral paper products, you can contribute to a more sustainable production of print jobs and achieve the following benefits:

- Reduce your carbon footprint with CO<sub>2</sub> neutrally produced and delivered office papers.
- Papers produced with efficient resource use, using raw materials from renewable sources.
- Ensure optimal sustainable production across the whole paper supply chain (from raw materials, energy, water consumption, emissions and waste management).
- Support three carbon offset programmes through our partnership with ClimatePartner as well as local initiatives.

## How can you guarantee these papers are environmentally sustainable?

For all of our Zero paper products, we work in partnership with international climate protection solutions provider, ClimatePartner, which ensures the offsetting of carbon created in the paper making process and during transport.

Carbon emissions from the entire lifecycle of these media options - from forest, to paper mill, to delivery at the customer - are fully offset through a combination of efficient resource use at the paper mill in which they are manufactured (through the replacement of fossil fuels) and the support of a certified carbon offset project.

Climate-conscious customers can make a demonstrable and measurable contribution to climate protection. How? By purchasing products that have a ClimatePartner ID, ensuring climate neutrality and certified carbon offsetting. This ID can be found on Canon Zero paper products. So, if you buy Canon Zero paper, you get access to up-to-date calculations of the product's CO<sub>2</sub> emissions as well as details about the certified projects that are supported by the offsetting of unavoidable emissions.



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



Efficient energy use - we ensure that the paper mills producing the paper are self sufficient. They recover and circulate the energy between various processes.



Carbon emissions offset - through investments in certified carbon offset projects, we ensure that all carbon emissions are offset.



## FSC® / PEFC certification

All Canon branded office papers are sourced from recycled fibres, FSC and PEFC certified sources, or are procured from other controlled wood sources and from producers and suppliers that commit to meeting specific social and environmental criteria.

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



# BLACK LABEL ZERO

This paper is the ideal choice for everyday use, including black and white output, as well as spot colour applications. It offers bright whiteness, sharp text and colour contrast for applications such as reports, memos and presentations. It's available in A4 and A3 paper sizes.

## Typical applications

(black and white and spot colour applications)

- Office documents
- Invoices and statements
- Books and manuals
- Internal communication
- Magazines and newsletters
- Direct mail



Customers can be assured that, by using Black Label Zero, they are contributing to a more sustainable environment as the paper meets a number of certification standards:

### FSC (Forest Stewardship Council) certified

With Black Label Zero, print providers benefit from paper produced using raw materials from sustainable managed forests using strict control mechanisms.

### EU Ecolabel

A label of environmental excellence, which is recognised across the world and awarded to products that meet high environmental standards throughout their lifecycle.

### Nordic Ecolabel

A voluntary certification that evaluates a product's impact on the environment throughout its lifecycle. The label guarantees that climate requirements are taken into account and that CO<sub>2</sub> emissions and other harmful gasses are limited.



## What our customers say

### Emiel Werger Purchasing and Contract Manager, ROC Nederland

"As an educational institution, we have a social responsibility to be sustainable and we look to purchase products that are as environmentally friendly as possible.

When it came to choosing a paper supplier, sustainability was very important for us. We wanted a supplier with sustainable ambitions like ours that could provide a product that met our functional and technical specifications. Canon Black Label Zero carbon-neutral paper was by far the best that we looked at due to its CO<sub>2</sub> footprint, reuse of materials and FSC and NEN certifications, while still providing constant quality and delivery similar to that of standard paper."

### Dzemaal Cerovac Managing Director, Erhardt und Fischer

"We have been carrying Canon Black Label Zero multi-purpose paper since Erhardt und Fischer launched nine years ago and have been convinced of this FSC-certified, climate-neutral paper that it's now the only product we offer to our customers in this category. This paper offers maximum reliability on both inkjet and toner devices and is also an excellent choice in fax machines and photocopiers for any company aiming to minimise environmental impact."

### Contract Manager Large educational institution, The Hague

"When it came to choosing a paper, Canon Black Label Zero paper was the best option for us because of its price/quality ratio compared to other products, while also taking into account its environmental credentials.

We've been using the paper since July 2018 in our office and across the educational establishments we represent for general office applications such as letterheads and envelopes, both internally and externally. We are very impressed with the quality of the Black Label Zero paper, which has excellent whiteness above that of standard paper."



# TOP COLOUR ZERO

The ultimate choice for customers looking for high quality print, Top Colour Zero is the best-in-class paper for full-colour documents. The paper's high whiteness and super-smooth surface give colour print a superb look, and mailings, reports, presentations and brochures an outstanding quality. Available from 90 g/m<sup>2</sup> up to 400 g/m<sup>2</sup> in A4, A3 and SRA3 paper sizes.

Top Colour Zero carbon-neutral paper has reduced CO<sub>2</sub> emissions from paper production to delivery to the customer and is recognised with a number of certifications, including FSC (Forest Stewardship Council), EU Ecolabel, climate-neutral paper and ISO 9706.

## Typical applications

(full colour)

- Invoices and statements
- Office documents
- Direct mail
- Magazines and newsletters
- Brochures and leaflets
- Advertising and marketing collateral



## Olaf Leipnitz

Department Manager,  
Leipziger Messe GmbH

"We organise many well-known exhibitions, so it's important for us to show consistency across all our printed communications. As letterheads had been printed offset, while other documents came from a broad variety of systems installed in the offices, it has proved very difficult to achieve a standard level of paper white in the past.

Canon helped us to rectify this, running countless tests to tackle the problem and standardise our in-house printing as well as the paper and prints procurement processes across the entire group of companies. We only use Top Colour Zero and Black Label Premium across all our printing systems now.

Nine years ago, we achieved a Green Globe Certificate. Every renewal of the certificate means a review of the inhouse printing department, so any paper we use also has to reflect our long-standing sustainability concept. FSC certifications and CO<sub>2</sub> neutrality were important factors in our buying decision."

# ORANGE LABEL ZERO

Introduced in 2018, Orange Label Zero is the neutral choice for selected Canon resellers and their customers. Orange Label Zero is an excellent multi-functional paper designed for black and white and colour documents. Its perfect whiteness and paper surface ensures sharp text and colour contrast.

## Typical applications

(black and white and spot colour applications)

- Office documents
- Invoices and statements
- Books and manuals
- Internal communication
- Magazines and newsletters
- Direct mail



## Jeffrey van Rietschoten

Owner,  
Van Rietschoten

"It is our respons or future generations, to be as sustainable as possible. That's why we've been using Canon Orange Label Zero paper, both in our business and as a reseller. It's essential for us to be able to offer environmentally friendly products to our customers.

We have been using and selling Canon climate neutral papers for more than ten years now and it's great to be able to tell a story with the paper. In the past it was about whether the paper was white or less white, but now it's about something else; it's about the future.

The paper itself is of great quality due to its excellent whiteness and works well for general office printing. There's no difference in quality compared to standard paper; it's about the carbon neutral element and working towards a more sustainable future."



# RECYCLED WHITE ZERO

For environmentally friendly customers who want both recycled paper and CO<sub>2</sub> produced paper in one, Recycled White Zero is the perfect quality, recycled paper designed for a variety of applications, including memos, reports and internal and external communications. Recycled White Zero is produced using 100% post-consumer waste. Having the same whiteness as standard office paper, Recycled White Zero provides the perfect print quality for both black and white and colour prints. This carbon-neutral paper is endorsed with certifications, including FSC (Forest Stewardship Council), EU Ecolabel and climate-neutral paper.

## Typical applications

(black and white and spot colour applications)

- Invoices and statements
- Office documents
- Internal communication
- Direct mail
- Newsletters



**Karl-Heinz Pfeiffer**  
Sales Manager,  
Hanft Bürotechnik

“Sustainable management is part of our strategic corporate DNA. We put people front and centre rather than technology. Our goal as a company is to achieve net carbon neutrality and so we have switched to green electricity and e-mobility as well as building our own photovoltaic plant.

One of our most important customers is the University of Bayreuth and they selected Canon Recycled White Zero paper for a wide range of applications and printers around campus. CO<sub>2</sub> neutrality is an important part of their buying decision so it's an important selling point for us.”

# WHY CANON?

Canon works to protect and conserve the environment throughout the product lifecycle, with emphasis on four material areas:

## Low-carbon economy

We support initiatives that help customers reduce their CO<sub>2</sub> emissions to address global warming, contributing to a low-carbon society.

## Circular economy

We pursue product-to-product recycling to make effective use of resource; in other words, recycling used products into new ones.

## Eliminating hazardous substances and preventing pollution

We manage chemical substances in the supply chain by requiring our suppliers to follow Canon's green procurement standard, as well as by reducing our own chemical substances within our production process and control-related emissions.

## Contributing to a society in harmony with nature

We are committed to initiatives that help to conserve ecosystems all over the globe.

[www.canon-europe.com/supplies](http://www.canon-europe.com/supplies)

A partnership that makes a difference:



Reliable quality with tested and approved media



Maximise printer uptime and productivity



Reduce service intervention and paper waste



Select media for the appropriate Canon print technology



Application driven expertise



Sustainably sourced papers to care for the environment.



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