



A Brighter
Shade
of Green

Our Sustainable Brand Journey

Neenah Paper



Case Study of Buying Green Power

Primary drivers of our green power purchase:

- Corporate Environmental Performance Standards for direct and indirect reductions in greenhouse gas emissions.
 - *We recognize our obligation to minimize the environmental footprint of our operations and products.*
- Brand Differentiation
 - *We are a strategic partner to customers committed to reducing the footprint of their supply chain.*



Case Study of Buying Green Power

History of our green power purchase:

- Initial purchase of Green-e Renewable Energy Certificates through We Energies' Energy for Tomorrow Program.
- September 2009: EarthEra™ Renewable Energy Trust
 - *Partnering with NextEra Energy Resources. All proceeds to go directly to the development of new wind and solar projects in the United States.*
 - *Screening Criteria:*
 - *Reputation of supplier*
 - *Product type*
 - *Green-e Certification*
 - *Procurement plan*



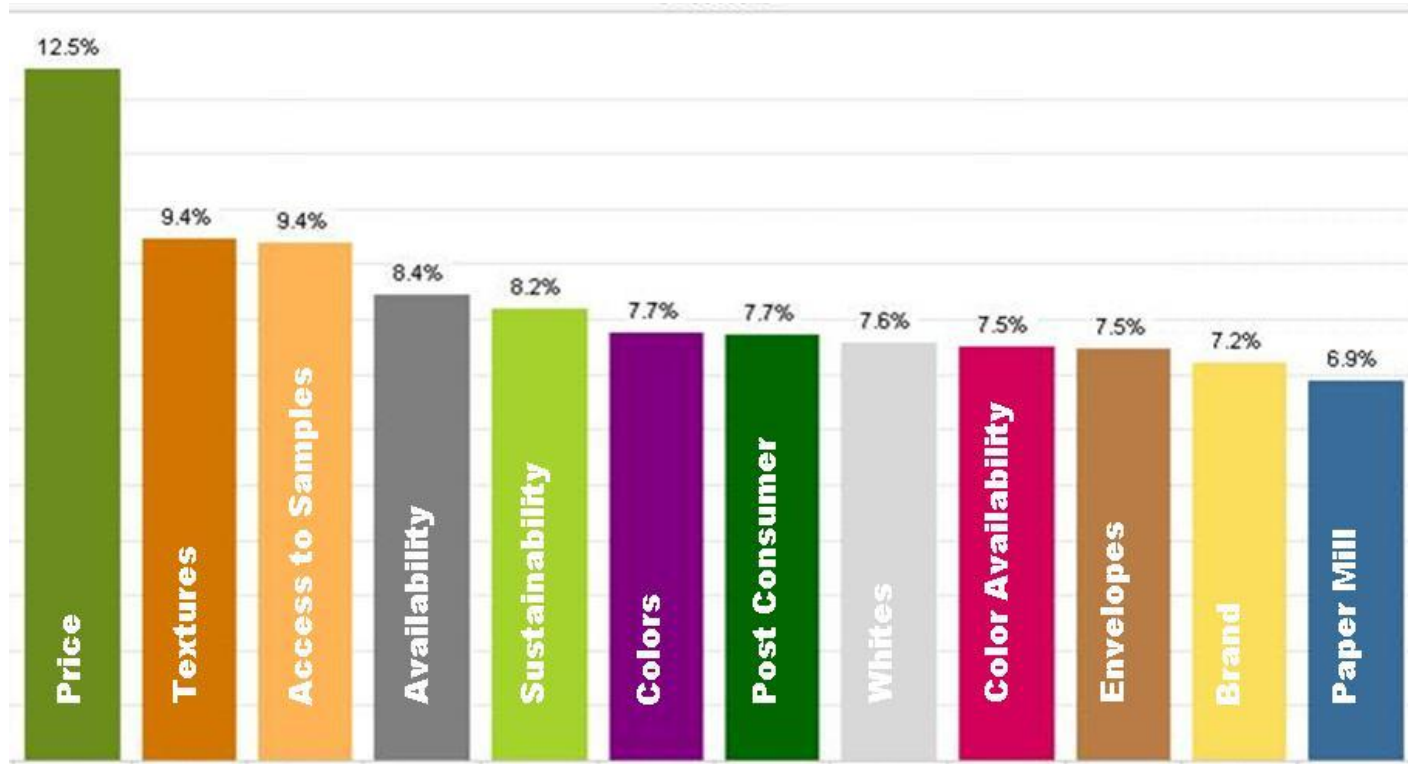
Green-e.org



Making the Case for Buying Green Power

Market Research: Key Purchase Drivers

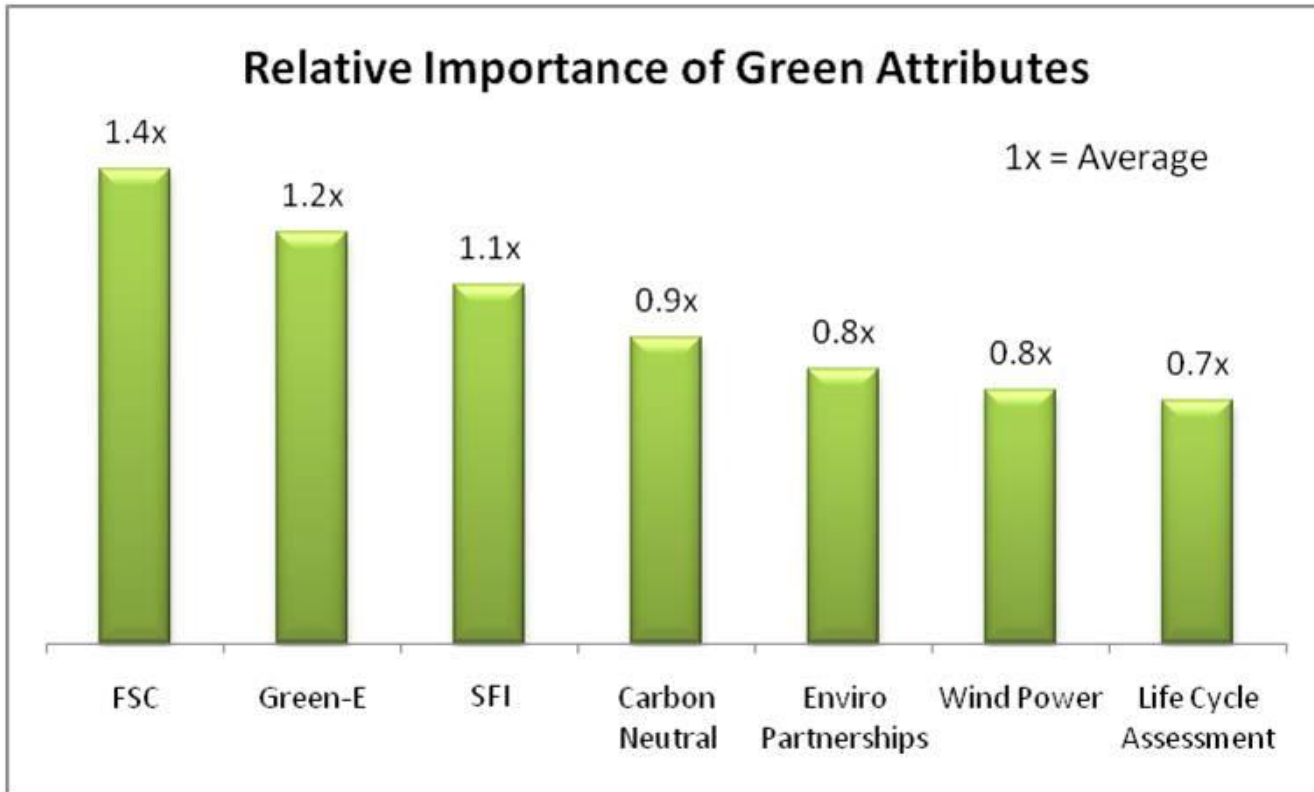
- Key purchase drivers based on 3,500+ total respondents and over 2,000 designers.
- Price, physical properties of product and availability are top purchase drivers.
- Sustainability is a primary driver in the buying decision...above colors and even brand!



Making the Case for Buying Green Power

Market Research: Green Attributes

- Green-e Certification is of above average importance in the buying decision, second only to Forest Stewardship Council™ (FSC) Chain of Custody Certification.



Branding & Outreach

The Medium is the Message



On-Product Labeling

Market Research: On-Package Logos

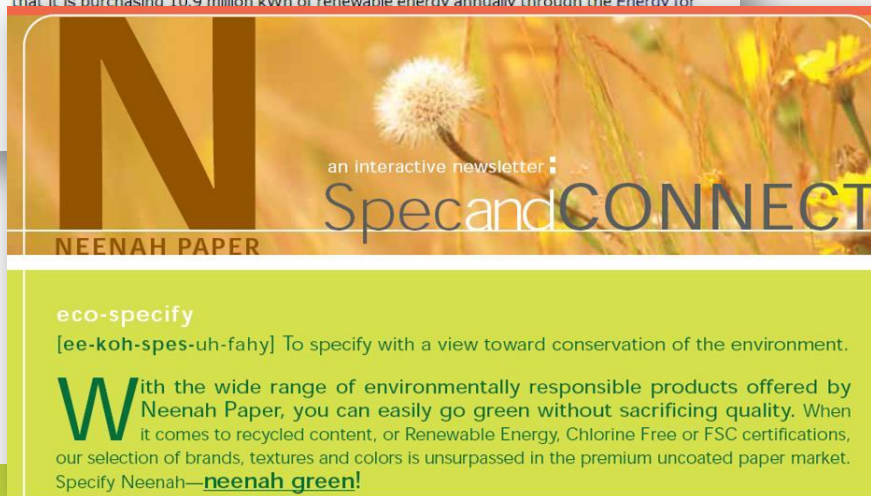
- 34% of respondents say that on-package green logos “Help A Lot” in their paper purchasing decision.



Brand Messaging

Incorporating into overall brand message

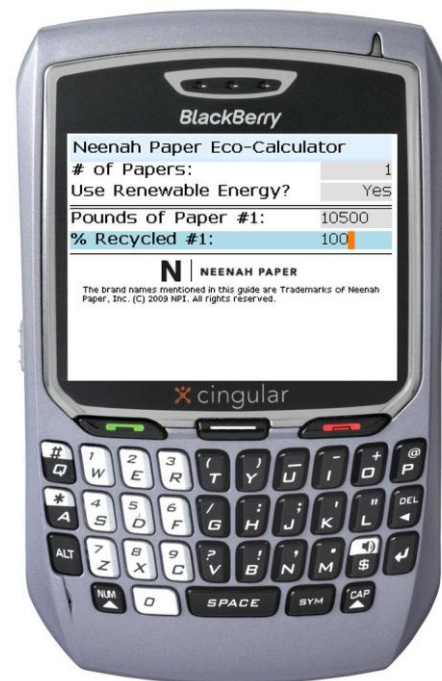
- Demonstrating our commitment to green power through public relations, print collateral and online promotions.



Public Outreach

Communicating through print and mobile mediums

- Creating awareness through fun, interactive tools which educate customers regarding the importance of choosing papers made with renewable energy.



What have we learned?

Make a Meaningful Difference

- Customers want to know where their money is going, and they want it to make a difference.
- Customers trust independent, third party verification above manufacturers' and retailers' claims.
- Green is not a value-added, but a customer expectation. The brand must offer value, be trustworthy and environmentally conscious.

People do business with those they know and trust.



On-site Power Generation

- Part of a strategic energy management plan to...
 - Meet direct greenhouse gas reduction targets in preparation for future GHG regulation.
 - Meet financial goals: Protection against future conventional electricity price increases.
 - Demonstrate corporate responsibility and leadership.





Thank you.

