

Sappi Fine Paper North America

Renewable Energy Markets 2010

October 19-22, 2010

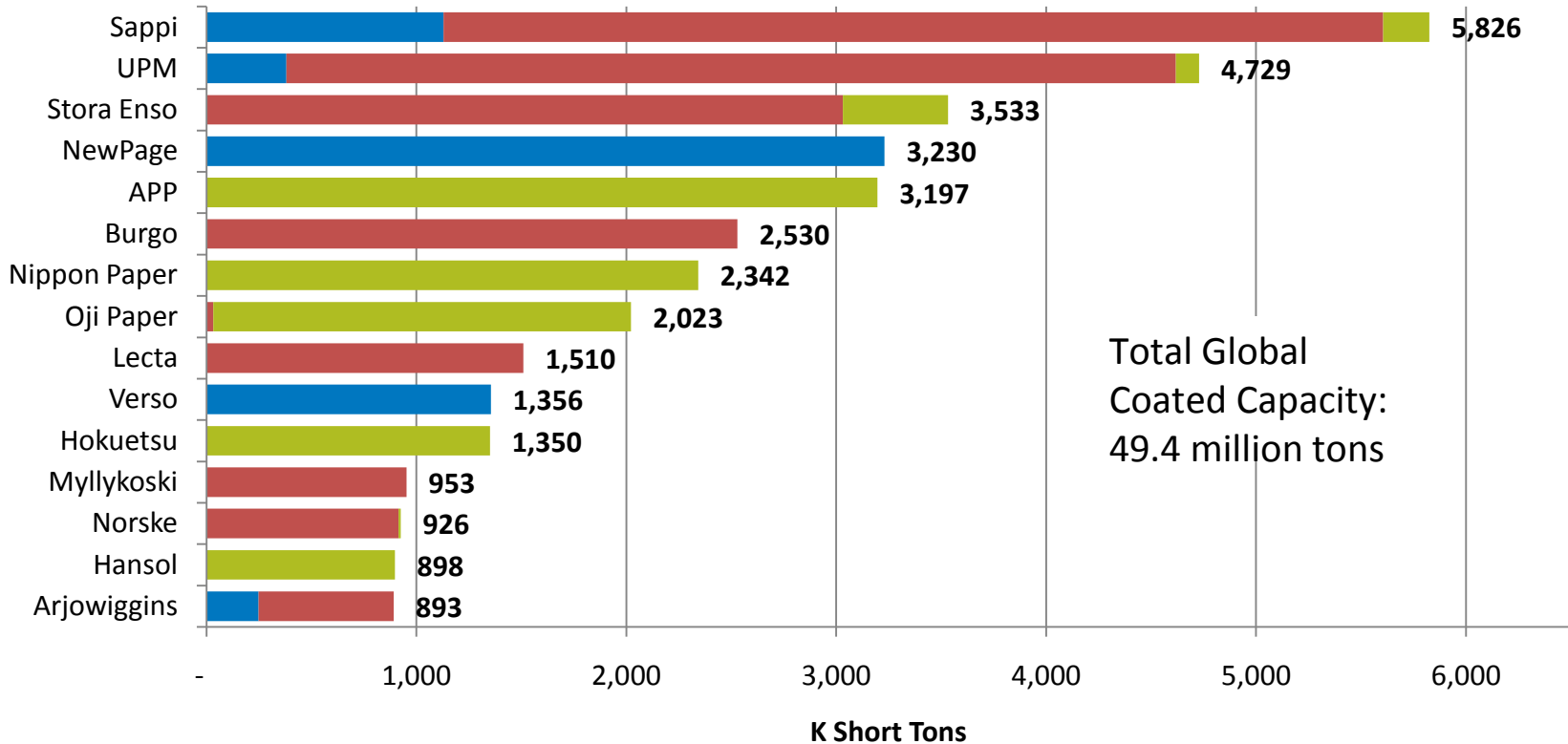
Portland, Oregon

Laura M Thompson, PhD

Director, Technical Marketing and Sustainable Development

Global Capacity

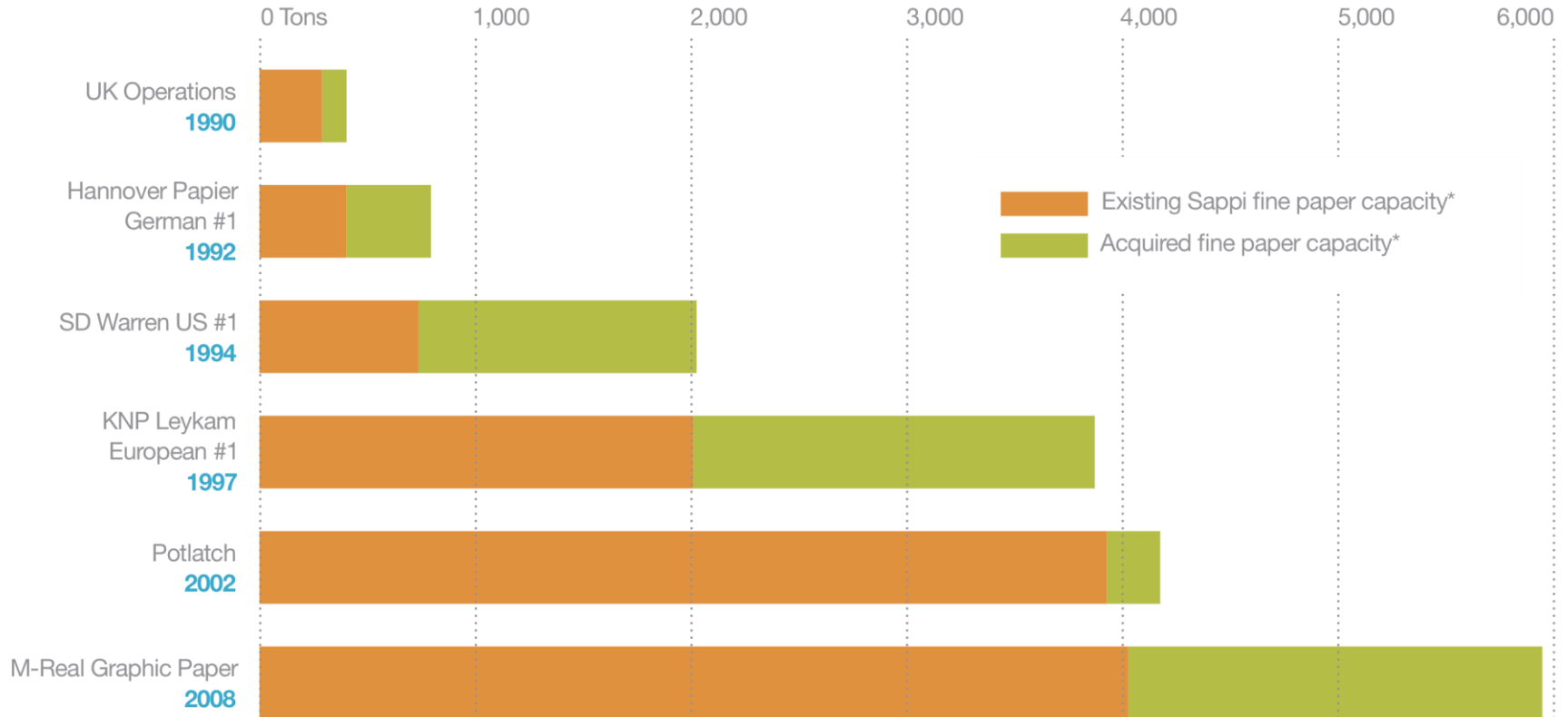
Coated Paper Market (CFS and CGW)



Source: EMGE, March 2010

■ N America ■ Europe ■ Other ■ Group Total

Sappi's Acquisition History



*Includes coated woodfree, coated magazine, uncoated woodfree and coated speciality paper capacity.

Environmental Responsibility

Operating sustainably, conserving natural resources and reducing our carbon footprint

Recent accomplishments:

- + The Cloquet Mill is certified by the Center for Resource Solutions as a Green-e[®] provider.
- + From 2004 to 2008, we reduced our water intake by 36% and reduced our solid waste to landfills by 51%
- + Sappi Fine Paper North America joined the U.S. EPA's SmartWaySM Transport partnership to increase energy efficiency and reduce emissions and air pollution associated with freight delivery.
- + SFPNA is helping Maine landowners achieve third-party forest certification—SFPNA's Sustainable Forestry Program, Time Inc. and Hearst Enterprises pilot project and Forest Stewardship Council group certification.

Sappi Product and Brand Leadership

What we deliver

- + Broadest range of high-quality printing papers
- + Among the most specified coated paper brands—McCoy, Opus, Somerset, Flo
- + Products available globally
- + Broadest choice of optical and tactile surfaces for every job and budget
- + A commitment to sustainable development

What that means for you

- + More design options and brand differentiation while balancing aesthetic and cost objectives
- + Greater market acceptance provides trusted products to your printers and designers and more inventory support for better service
- + More shade choices and surface offerings to enhance specific imagery requirements
- + Peace of mind



McCoy

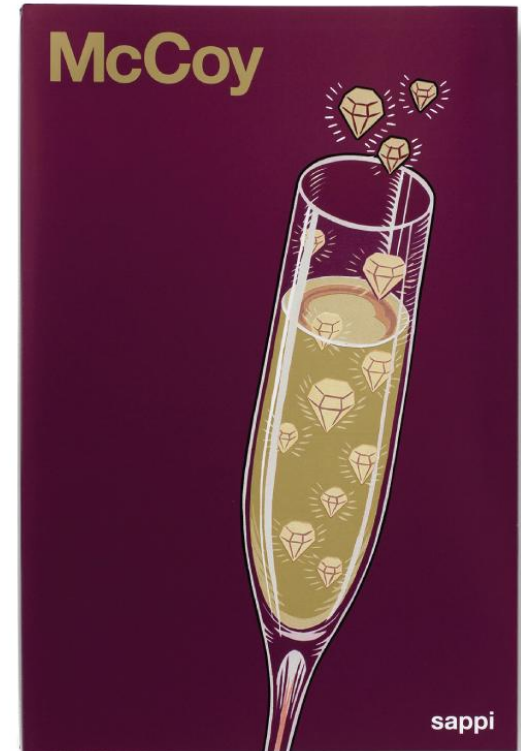
Sheet and Web

Value Proposition:

When only the best-of-the-best will do,
the best-of-the-best is McCoy

Features:

- + Enhanced Optics
- + Proprietary Silk Finish
- + Ultimate Tactile Experience
- + Premium Ingredients
- + Quality Assurance
- + Green-e® certified renewable energy
- + FSC, SFI® certified



McCoy. Opus. Flo.

All brands you trust.

**All FSC, SFI[®] Chain of Custody,
and Green-e[®] Certified**

Now, all in Digital.

Sappi Website

The screenshot shows a Microsoft Internet Explorer browser window displaying the Sappi website. The address bar shows the URL: <http://www.na.sappi.com/sustainability/planet/energy>. The page features a navigation menu with links for Sappi Ltd., Sappi Global Sites, News, Contact Us, e-Commerce, and Order Paper. Below the navigation is a search bar and a breadcrumb trail: Home / Sustainability / Planet / Energy. The main content area has a large banner with the text: "Printing on Sappi paper helps our customers lower their carbon footprint." Below the banner is a sidebar with a "Planet" menu containing links for Energy, Recycled Fiber, Forestry Practices, and Water. The main content area is titled "Energy & Emissions" and contains a paragraph explaining carbon footprint, a list of three bullet points, and two logos: the Green-e logo and the US EPA Certified SmartWay logo. To the right of the main content is a "Related Links" section with a link to "Paper Production" and another link to "www.carbonfootprint.com". At the bottom right is a "Contact a Sappi Representative" section with the name and title of Laura M. Thompson.

sappi

Home / Sustainability / Planet / Energy

Products / Sustainability / Paper Insight / Education & Support / About us

Printing on Sappi paper helps our customers lower their carbon footprint.

Planet

- Energy
- Recycled Fiber
- Forestry Practices
- Water

Energy & Emissions

The term carbon footprint is used to represent the amount of greenhouse gases generated by an activity. Industry studies have shown that paper manufacturing can be responsible for more than 70% of the carbon footprint for a printed piece. Therefore, as a customer, if you want to produce a publication with a low carbon footprint, it is important that you select a paper manufactured with low carbon emissions. By selecting Sappi as your supplier for coated papers, you can be assured that you have chosen well. We are working hard to mitigate our environmental impact so that yours is reduced as well.

Sappi Fine Paper North America's coated fine paper mills have the lowest reported greenhouse gas emissions in our industry segment. In other words, we have the smallest carbon footprint amongst domestic competitors.

- We are extremely proud that more than 84% of all energy used in Sappi's North American coated fine paper mills comes from renewable resources (whereas the U.S. national average is less than 10%).
- And our Cloquet Mill is certified by the Center for Resource Solutions as a Green-e® Energy organization. Green-e® is the nation's leading, independent, third party certification and verification program by Green-e Marketplace for renewable energy in the U.S., ensuring that strict environmental and consumer protection standards are met.
- Sappi Fine Paper North America has also joined the U.S. Environmental Protection Agency's (EPA) SmartWaySM Transport Partnership—an innovative collaboration between the U.S. Environmental

Related Links

Paper Production
See how Sappi uses environmentally conscious methods to manufacture our papers.

[Read this article](#)

www.carbonfootprint.com
Calculate your carbon footprint.

[Visit this site](#)

Contact a Sappi Representative

Laura M. Thompson Ph. D.
Director, Sustainable

Marketing Collateral

Press Certifications at a Glance To ensure our digital line-up meets the exacting standards of all Sappi papers, we achieve certification, where applicable, through third-party testing. To further simplify your decision-making process, we've included this easy guide for determining which Sappi digital paper is best suited to your project.

Our papers are optimized for high production color digital presses such as the HP Indigo, Kodak NexPress and Xerox iGen3.

	HP Indigo	Kodak NexPress
McCoy Gloss for HP Indigo	•	
McCoy Silk for HP Indigo	•	
McCoy Gloss Digital		•
McCoy Silk Digital		•
Opus Gloss Digital		•
Opus Dull Digital		•
Flo Gloss Digital	•	•
Flo Dull Digital	•	•

1 McCoy Digital, Opus Digital and Flo Digital are also suitable for the Xerox iGen3.

Printed on McCoy Silk for HP Indigo Cover 150/200gsm
100% of the electricity used to manufacture McCoy Silk is generated using Green-e certified renewable energy.
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sappi Sappi Fine Paper North America
225 Franklin Street, Boston MA 02110 800.852.4332
www.sappi.com/na Effective 5/10

Digital at a Glance

You know it. We know it. Digital technology is forever changing the printing landscape. It's faster and easier, and it's quickly making mass produced communications more targeted and personalized. Enter the new line-up of digital papers from Sappi. All specifically engineered to perform on the most common digital presses. And all a reflection of the quality and innovation you've come to expect from Sappi.

sappi

100% of the electricity used to manufacture McCoy is generated using Green-e certified renewable energy.

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Mixed Sources

Product group from well-managed forests, controlled sources and recycled wood or fiber
www.fsc.org Cert no. SW-COC-002411
© 1996 Forest Stewardship Council



Please help us preserve our planet. If you choose not to keep this digital guide, please place it in a recycling bin. Thank you.

Stock Book



100% of the electricity used to manufacture Opus 30 and Flo is generated using Green-e® certified renewable energy.



Powered by 100%
Certified Renewable Energy

Production Notes

Front Cover
Opus 30 Gloss Cover 100lb/270gsm, 4-color process plus overall gloss aqueous.

Stocking Pages
Flo Gloss Text 80lb/118gsm, 4-color process.

Back Cover
Opus 30 Gloss Cover 100lb/270gsm, 4-color process plus overall gloss aqueous.

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100% of the electricity used to manufacture Opus 30 and Flo is generated using Green-e certified renewable energy.



Please help us preserve our planet. If you choose not to keep this Stock Book, please place it in a recycling bin. Thank you.

On-Product Label Guide

Follow these steps when using on-product labels:

Contact your printer upon final specification of your paper order to begin the process of approval for your use of the on-product labels. Your printer is the last link in the chain and therefore must be Chain of Custody certified in order for you to use the labels. Your printer will coordinate the submission of your print project for approval to use the labels and will provide the high-resolution artwork to be used on the print project.

Forest Stewardship Council	Post Consumer Waste
<p>M81</p> <p>Mixed Sources FSC® Product group from well-managed forests and other controlled sources www.fsc.org Cert no. CO-COC-088 © 1996 Forest Stewardship Council</p> <p>M82</p> <p>Mixed Sources FSC® Product group from well-managed forests and other controlled sources www.fsc.org Cert no. CO-COC-152 © 1996 Forest Stewardship Council</p> <p>M83</p> <p>Mixed Sources FSC® Product group from well-managed forests and other controlled sources www.fsc.org Cert no. CO-COC-152 © 1996 Forest Stewardship Council</p>	<p>CONTAINS XX% POST CONSUMER WASTE</p> <p>Certifications</p> <p>Cloquet M81, Cloquet, Mirawaste FSC Chain of Custody: BR-COC-080 BPI Chain of Custody: BR-BPI000-1 BPI Fiber Sourcing: BR-BPI0-205583 PEFC Chain of Custody: BR-COC-01</p> <p>Rommet M81, Biorwogen, Moha FSC Chain of Custody: BR-COC-089 BPI Chain of Custody: BR-COC-3004 BPI Fiber Sourcing: BR-BPI0-205583 PEFC Chain of Custody: BR-COC-01</p>
<p>Sustainable Forestry Initiative</p> <p>Type 1</p> <p>Certified Chain of Custody Sustainable Forestry Initiative www.sfi.org</p> <p>Type 1 With Recycled Content</p> <p>Certified Chain of Custody Sustainable Forestry Initiative www.sfi.org</p> <p>Type 2</p> <p>Certified Chain of Custody SFI 24 Certified Forests 23 Certified Fiber Sourcing www.sfi.org</p> <p>Type 2 With Recycled Content</p> <p>Certified Chain of Custody SFI 24 Certified Forests 23 Certified Fiber Sourcing www.sfi.org</p> <p>Fiber Sourcing</p> <p>Certified Fiber Sourcing Sustainable Forestry Initiative www.sfi.org</p>	<p>100% of the electricity used to manufacture and digital. Open to and digital. For Opus 30 to 35 use an certified material on all by Sappi.</p> <p>Customers wishing to make claims on should contact the Center for Forest at www.green-e.org.</p> <p>Printed on Opus 90 Dull Cover 100% Recycled</p> <p>Effective 6.10</p> <p>sappi</p> <p><small>SAPPi is a trademark of Sappi Limited. MICOX, OPUS, SGM, SDC, and FLO are registered trademarks of Sappi Fine Paper North America. © 2010 Sappi Fine Paper North America. All Rights Reserved.</small></p>



Sappi Fine Paper On-Product Environmental Label Guide



Powered by 100%
Certified Renewable Energy

Green-e Marketplace re:print Program

Green-e Marketplace re:print certifies printers and paper lines that use renewable energy.

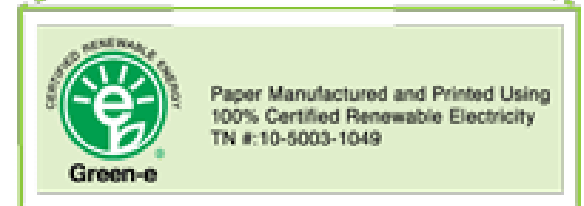
When your company produces print jobs like annual reports, company brochures, or newsletters, you can display the nationally recognized Green-e logo by choosing from the list of certified printer and paper manufacturers.



CERTIFIED PAPER
Paper manufactured
using 100% certified
renewable electricity



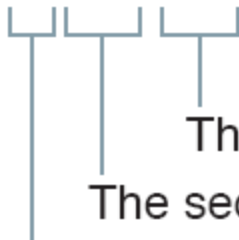
CERTIFIED PRINTING
Paper printed using
100% certified
renewable electricity





Paper Manufactured and Printed Using
100% Certified Renewable Electricity

TN #:10-xxxx-xxxx



The third number set corresponds to a unique paper line.

The second number set corresponds to a unique printer.

The first number set corresponds to the year of certification.

Thank you!

www.sappi.com/na