



**NEW LEAF  
PAPER**

## **FOR IMMEDIATE RELEASE**

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# **New Leaf Paper combats destructive climate change with meaningful impact for good**

***B-Corp is preserving natural resources and reducing pressure on waste stream through the design, development and promotion of recycled papers.***

**Highlight:**

- New Leaf Paper Environmental Impact Report highlights the environmental savings of trees, energy, greenhouse gases, water, and solid waste reduction directly related to the company's growth in sales of high post-consumer recycled products.

**Walnut Creek, Calif. (September 23, 2020)** – New Leaf Paper's latest environmental Impact Report demonstrates the measurable and impactful efforts of the company's fight against climate change. The ***Impact Report*** highlights the direct impact our customers have had when making purposeful decisions around their paper procurement.

New Leaf Paper designs printing and writing paper products that contain the highest levels of post-consumer recycled fiber. Through increased awareness, the company can change customer purchasing habits to help protect and preserve forests, reduce pressure on the waste stream, and fight climate change, helping to preserve the future.

"As a founding B Corp, we are committed to being the leading national source for environmentally responsible, economically sound paper. We supply paper with the greatest environmental benefit while meeting our customers' needs," said Yen Lam, New Leaf Paper's president & CIO.

The data presented in the ***Impact Report*** documents the environmental benefits of New Leaf Paper's high post-consumer recycled fiber products over the past 18 months (the fiscal year 2019 through the first half of 2020). Savings in the report were calculated using the Environmental Paper Network's Calculator v4.0.

"The Impact Report confirms New Leaf Paper's role in having a positive effect on environmental sustainability. In addition, it demonstrates that our customers can make quite an impact as well," said Paul Bradshaw, New Leaf Paper's COO.

The Impact Report details many positive environmental impacts resulting from New Leaf Paper's efforts across all its products. For example, these efforts saved approximately 779,810 trees, allowing 32,623 acres to remain undisturbed. The New Leaf Paper ***Impact Report*** highlights other metrics, including savings achieved in energy, greenhouse gases, water and solid waste.

"This report shows that we are helping our clients take pressure off of the forest and the waste stream. We are an environmental solutions provider, not just a paper supplier," said Bradshaw. "In its commitment to capture and reuse as much waste as possible, New Leaf Paper has developed unique programs such as closed-loop recycling solutions for several of its customers. We have found opportunities to join with our partners and customers to help them reduce and reuse waste and develop environmentally preferable solutions across their production and inventory platforms."

An ***Eco Audit calculator on New Leaf Paper's website*** is available to anyone who wants to explore their company's environmental impact by using New Leaf Paper products. The New Leaf Paper EcoAudit<sup>SM</sup> demonstrates a company's leadership and sustainability while measuring your environmental impact transparently. Many of New Leaf Paper's customers reproduce the New Leaf EcoAudit within their printed materials to demonstrate their paper choices' positive impact.

EcoAudit shows the tangible environmental benefits—savings in trees, water, energy, solid waste, and greenhouse gases—of using post-consumer recycled paper instead of virgin paper.

### **New Leaf Paper**

New Leaf Paper is a certified founding B-Corporation that leads the paper industry to develop the most sustainable printing and office papers to offer its clients environmentally sustainable solutions instead of merely supplying paper. The company has received numerous awards for its leadership, including B-Corporation's "Best in the World" for the environment for the last four years. Focused on having a positive impact on climate change, the company works toward this goal by (during the production process): protecting and preserving the forest, removing pressure on the waste stream, reducing water usage, and reducing greenhouse-gas emissions. **For more information about New Leaf Paper and its fight against climate change and its provision of sustainable solutions, visit [newleafpaper.com](http://newleafpaper.com).**