

SUSTAINABLE PAPER SOLUTIONS SUCCESS STORY

EILEEN FISHER

For over 30 years, EILEEN FISHER has created beautifully simple clothes designed to move with real life. Before both minimalism and sustainability became trends, Eileen Fisher had the vision of a company guided by a distinctive aesthetic and an ongoing commitment to supporting women and making a positive impact in the world. And most importantly, she's pioneered a socially conscious, eco-minded company while becoming an icon in the fashion industry for timeless design.

EILEEN FISHER is taking a stand for sustainable business practices with its 2015 announcement of VISION2020, a bold plan detailing the steps the brand will take over the course of the next five years towards reaching its ambitious environmental and social goals which include eight categories: materials, chemistry, water, carbon, conscious business practices, fair wages & benefits, worker voice, and worker & community happiness.

Becoming more mindful about clothing means looking at every fiber, every seed and every dye and seeing how to make it better. The goal is simple: design without negative impact right from the start to truly create business as a movement.

“Since 2009, we have used New Leaf for all of our wholesale direct mail and retail store visual directives and lookbooks. We have consistently been satisfied with the excellent print quality of the 100% recycled papers. As a company with a hallmark of sustainability, we are thrilled to expand our usage of the Green e-certified to include additional in-store needs such as posters and visual graphics.”

- Loretta Torricollo, MEDIA PRODUCTION
MANAGER, Eileen Fisher Inc.

NEW LEAF PAPER® ENVIRONMENTAL BENEFITS STATEMENT <i>of using post-consumer waste fiber vs. virgin fiber</i>				
Eileen Fisher saved the following resources in 2016 by using New Leaf's Reincarnation Silk Text & Cover manufactured with 86,000 pounds of post-consumer recycled content:				
trees	water	energy	solid waste	greenhouse gases
860 fully grown	401,999 gallons	386 million Btu	26,910 pounds	74,120 pounds
Calculations based on research by Environmental Defense Fund and other members of the Paper Task Force. www.newleafpaper.com				



Learn how you can reduce your environmental footprint
with sustainable paper solutions from New Leaf Paper.
CONTACT US: info@newleafpaper.com



NEW LEAF
PAPER