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Strathmore Writing, Strathmore Script, Beckett Concept and Beckett Expression now made Carbon Neutral

[Cohoes, NY] Now U.S. businesses can significantly offset their CO₂ emissions and minimize environmental impacts without compromising the quality of their corporate branding and high-end print materials. Mohawk Fine Papers Inc. today announced select premium product lines, including Strathmore, are now made carbon neutral within its production and distribution process.

Why is this significant? “Strathmore Writing is the best-known letterhead paper in the U.S. It is chosen by leading companies for business cards, letterheads, annual reports, brochures and other important corporate marketing materials and now it is made carbon neutral,” says Thomas O’Connor, Jr., Chairman and CEO.

What is carbon neutral?

Carbon neutral is an emerging international trend to reduce the climate impacts associated with the products and services that we all consume. The carbon emissions associated with a product are quantified and then physically reduced to the greatest possible extent. The remaining carbon emissions are then made neutral with purchased “offsets” that fund emission reduction projects or carbon-free energy projects such as wind farms and solar installations. The carbon offset market allows businesses to recognize and financially support the shift from fossil fuel to renewable energy.

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According to O'Connor, "Climate change is a major concern of our customers and for that reason we will offer products with the smallest possible carbon footprint. This provides our customers with a tangible way to make a positive difference. It's up to each of us to make changes where we can, whether it's switching to compact fluorescent light bulbs or using paper for our resumes and business cards that has less of a climate impact."

Earlier this year, Mohawk joined the U.S. EPA Climate Leaders program to develop formal greenhouse gas emission reduction goals. As an extension of this commitment, Mohawk will augment its current purchase of 60 million Green-e wind power renewable energy credits (RECs) used as electric energy offsets, with verified emissions reduction credits (VERs). The Verified Emission Reductions (VERs) offset all of the thermal energy used in the production of the following select paper grades: Strathmore Writing, Strathmore Script, Beckett Concept and Beckett Expression.

The current source of the VERs, purchased by Mohawk, is the Des Plaines Landfill and Emission Reduction Project, which is located outside of Chicago, IL. By using landfill gas to generate electricity, this facility has significantly reduced its climate impacts. These offsets were verified by Environmental Resources Trust and are listed on their Greenhouse Gas Registry. The GHG Registry Standard is based on guidelines developed by the Intergovernmental Panel on Climate Change (IPCC), the international scientific body supporting the Kyoto Protocol. According to Tom Boucher, President & CEO, NativeEnergy (www.NativeEnergy.com), "In the carbon market, third party certification according to IPCC guidelines assures the consumer that the offsets they're purchasing are 'additional' and actually represent reductions that would not occur without the carbon offsets market."

Mohawk became a leader in the support of emission-free, renewable energy with its initial purchase of 4 million kWh in 2003 and has since been recognized as such by the U.S. EPA in its Green Power Partnership. In March, Mohawk increased its annual purchase of windpower RECs from 45 million kWh to 60 million. This represents 60 percent of the electric power required for all of Mohawk's operations in New York and Ohio.

"We're pleased to learn that Mohawk is dedicated to creating a premium line made carbon neutral within its production process, and have provided another way for consumers everywhere to help move toward a more sustainable energy future," says Boucher.

Mohawk invites businesses and consumers everywhere to:
Offset your emissions www.NativeEnergy.com

Learn more

www.mohawkpaper.com/carbonneutral
www.designcanchange.org
<http://sustainability.aiga.org/>
www.davidsuzuki.org
www.epa.gov/climateleaders
www.fsc.org
www.greenseal.org
www.green-e.org

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About Mohawk Fine Papers

Recognized for its technical innovation and progressive environmental initiatives, Mohawk Fine Papers Inc. manufactures an impressive range of premium printing, writing and imaging papers. Signature grades include Strathmore®, Mohawk Superfine™, Beckett Concept®, Beckett Expression®, BriteHue®, Via®, Mohawk Color Copy® and patented Inxwell® products, Navajo® and Options®. Mohawk engineers its papers to provide optimal performance for sheetfed, web and digital printing. Mohawk papers are used in a wide variety of communications including prestigious annual reports, corporate identity systems, high-end brochures, packaging and everyday communication for businesses of all sizes and types. A leader in environmental stewardship, Mohawk is the first large-scale production facility in the U.S. to use electricity generated by renewable windpower to manufacture paper and the first premium paper mill to shift toward carbon neutral production. Many of Mohawk's recycled products are certified to the Forest Stewardship Council's [FSC] standards by SmartWood, a program of the Rainforest Alliance, and/or Green Seal.

FSC certification ensures responsible use of forest resources.

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