



**Australian Paper**

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## **MEDIA RELEASE**

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### **“Make it Recycled” partnership will boost recycled paper**

Australian Paper today announced a partnership with Planet Ark to “Make it Recycled”.

Australian Paper is building a state of the art \$90 million paper recycling plant in Victoria’s Latrobe Valley. The new plant will save up to 80,000 tonnes of post-consumer waste paper from Australian landfill each year; equivalent to 16 billion sheets of A4 copy paper.

“As a result of our \$90 million paper recycling plant at Maryvale, Australian made recycled paper has a bright future. We are calling on all Australians to make it recycled and help grow demand for locally made recycled office and printing paper. We are proud of our investment in sustainable Australian recycled paper manufacturing, and we expect the plant to be fully operational around the middle of 2014,” said Jim Henneberry, CEO Australian Paper.

The partnership between Planet Ark and Australian Paper aims to increase the use of locally-made, high-recycled content paper by paper buyers all over Australia, including Government at all levels.

“Our research shows that many people would like to purchase recycled paper, but there is still a perception that it is lower in quality. While this may have been an issue in the past, recycled paper has continued to improve and there is now little difference between our recycled paper and the paper we produce from non-recycled sources.”

“Choosing locally made recycled paper also supports local jobs and regional communities,” said Mr Henneberry.

The partnership will include several activities to promote recycling within homes and offices and will build on the recent “Enwhitenment” TV commercial for Reflex 50% Recycled carbon neutral.

“The amount of recycled office and printing paper used in Australia is currently quite low so there is a great opportunity for Australians to use more recycled paper,” said Paul Klymenko, CEO Planet Ark.

“We are excited to have formed this partnership with Australian Paper and look forward to working together to maximise the use of recycled paper in Australian homes and offices,” Mr Klymenko said.

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*Make it Recycled*