



Australian Paper



OUR COMMITMENT TO RECYCLING IS SET IN CONCRETE.

Following the official 'ground-breaking' ceremony in February 2013 and concrete pour from May, the \$90 million recycling investment at our Maryvale Mill will break ground in more ways than one. Incorporating the very latest in technology, this paper recycling plant will divert up to 80,000 tonnes of waste paper from landfill from mid-2014. It will also see Australian Paper triple the usage of recycled fibre in our office, printing, publishing, envelope and stationery papers.

The state-of-the-art de-inking plant will be fully integrated into our operations to ensure that the Maryvale Mill continues to produce premium, bright, white papers, consistently. Not only will this investment cement our commitment to local recycled paper production, as the only premium paper recycling facility of its kind in Australia, but it will also boost regional jobs and contribute to Australia's economy both during the construction phase and ongoing. The choice will be between environmentally preferred Australian Recycled paper versus imported paper from Indonesia, China and Thailand.





MAKE IT RECYCLED. PRINT ON RECYCLED.

Australian Paper is proud to announce a partnership with Planet Ark to grow demand for locally made, recycled content office and printing papers. As a result, we'll soon launch the 'Make it Recycled' and 'Print on Recycled' campaigns to encourage support for recycled paper from Government at a range of levels as well as with large business. With a rich history and successful recycling initiatives all over Australia since 1992, Planet Ark is well placed to help Australian Paper achieve this goal. We'll be undertaking a range of activities including product endorsements by Planet Ark, PR, web marketing, direct mail and social media engagement. Make It Recycled - a unique Australian initiative in environmental innovation and leadership for recycled communication paper.

OUR ENWHITENING NATIONAL CAMPAIGN SHINES THE LIGHT ON RECYCLED.

Reflex® launched a national, multi-channel campaign for the Reflex® 50% Recycled Carbon Neutral office paper in June 2013 - another step towards making recycled paper mainstream. The campaign introduces the 'Printer Guru' and a term now on the lips of Aussies: 'enwhitening'. Led by the engaging TV Commercial and supported by print, online and Direct Mail sampling, the results have been outstanding. Reflex® brand awareness jumped significantly. Motivation levels were very strong - with viewers more positive about the brand, wanting to watch the ad again, more likely to purchase and tell friends about the ad. Sales for both Reflex® 50% and 100% recycled have responded with double digit growth versus the prior year.



For more information on the project and Australian Paper's future fibre strategy, please visit www.onpaper.com.au

Printed on Australia made Revive 100% Recycled.



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