



Making the choice simple

Commercial products



Toilet tissue made from 100% recycled post-consumer waste paper.



“We have to meet the needs of the present without compromising the ability of future generations to meet their own needs.”

Gro Harlem Brundtland, Norwegian PM





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Giving Back:

ABC has a number of community programmes in place. One of the most significant is our support of the Great Barrier Reef Foundation. By purchasing one of our eco-friendly tissue products you will be directly helping the Foundation with their work.

Protecting and preserving coral reefs and the ocean life they support is of major importance to all Pacific nations. Your purchase will help make a difference.

ABC is also actively involved in a schools' programme, bringing to life the conservation messages that will have to impact on the children of today if we are to reduce the threat to our environment from excessive consumerism.



Supporting the principles of Product Stewardship:

ABC is a firm supporter of the “cradle-to-cradle” concept that lies behind the Product Stewardship initiative. While this is currently a voluntary undertaking by a small number of organisations in New Zealand, we support the development of a mandatory government-backed scheme that results in waste minimisation.

While we do not recover our own product, our focus on product life cycle, collaborating with other stakeholders and helping achieve reduced waste on an economically viable basis enables plantation-grown paper achieve a cradle-to-cradle lifetime.





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Earthcare®. 100% recycled bathroom tissue and supporting systems.

Earthcare® bathroom tissue has been on the market in Australia and New Zealand for three years.

During this time we have seen increasing demand for products that embrace the principle of sustainability. While much of this demand has come from government and public bodies, there has been an increasing interest shown by the broader business community, as more and more organisations look at ways to reduce their carbon footprint.

Earthcare remains the pioneer in the bathroom tissue category. Made from 100% post-consumer waste at a purpose-built facility in Queensland, the range has shown that it can meet the quality, cleanliness and functionality requirements of the most demanding customer.

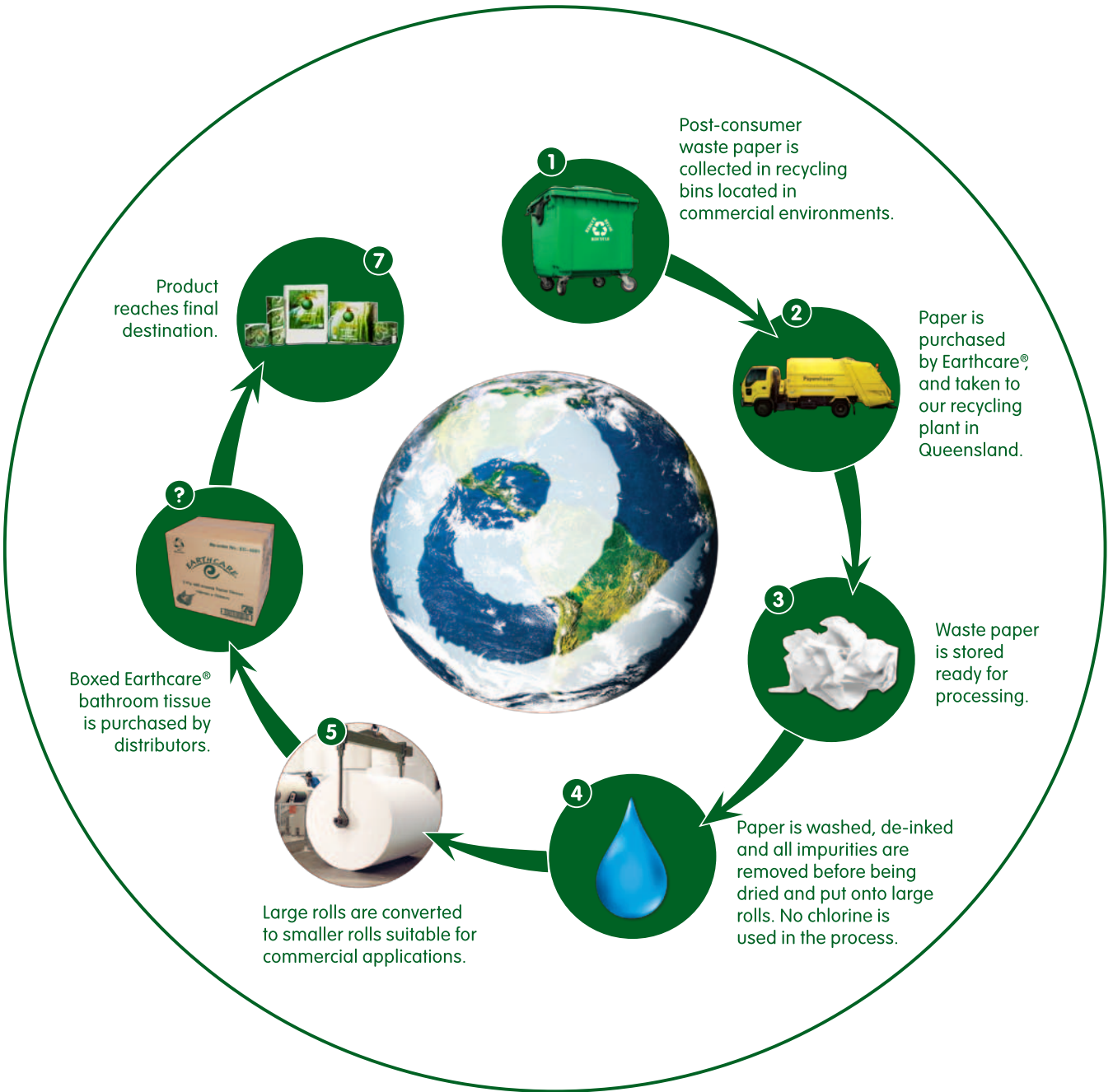
ABC Tissue made a commitment to the market more than 6 years ago that we would achieve a white, strong, hygienic product using recycled paper. We have delivered on that commitment, and we will not be swayed from our course.

Those who promote pulp from managed plantations cannot hand on heart say their products embrace the principle of REDUCE, REUSE, RECYCLE. Nor can they claim the same reduction of waste going into landfills.

This booklet has some very telling figures on the positive impact of a truly recycled product in this category. We trust you will find it informative. Should you wish to learn more please contact ABC Tissue directly, we would be delighted to discuss your needs.



Recycling into Earthcare®





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In New Zealand, what does ★★★★★ Govt3 rating mean?

To enable government procurers of paper products to compare the environmental profiles of competing products, five assessment criteria have been established. If a product meets any one of these criteria it is given a "star", with the maximum rating being 5 stars.

Earthcare® has a 5 star rating in the Ministry for the Environment's Paper Buyer's Guide, the highest possible.

Paper Product	Paper Mill and Country of Origin	Star Categories					Total Stars
		Post consumer waste recycled content (50% +)	Legal (100%)	Sustainable (70% +)	Bleaching Method (ECF+)	Ecolabel (ISO14024 Type 1)	
ABC Earthcare® 850 sheet, 4 pack	Queensland Tissue Products PTY Ltd, Australia	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★★★★★
ABC Earthcare® Centreline 1 ply	Queensland Tissue Products PTY Ltd, Australia	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★★★★★
ABC Earthcare® 1 ply Jumbo Roll	Queensland Tissue Products PTY Ltd, Australia	★ Ex.06/06/2011	★ Ex.06/06/2011v	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★★★★★
ABC Earthcare® 2 ply Jumbo Roll	Queensland Tissue Products PTY Ltd, Australia	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★★★★★
ABC Earthcare® - 400 sheet, 2ply wrapped	Queensland Tissue Products PTY Ltd, Australia	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★★★★★
ABC Earthcare® - Kitchen Towels	Queensland Tissue Products PTY Ltd, Australia	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★★★★★
ABC - Earthcare® - Interleaf Toilet Tissue	Queensland Tissue Products PTY Ltd, Australia	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★ Ex.06/06/2011	★★★★★



Who makes locally-owned Earthcare®?

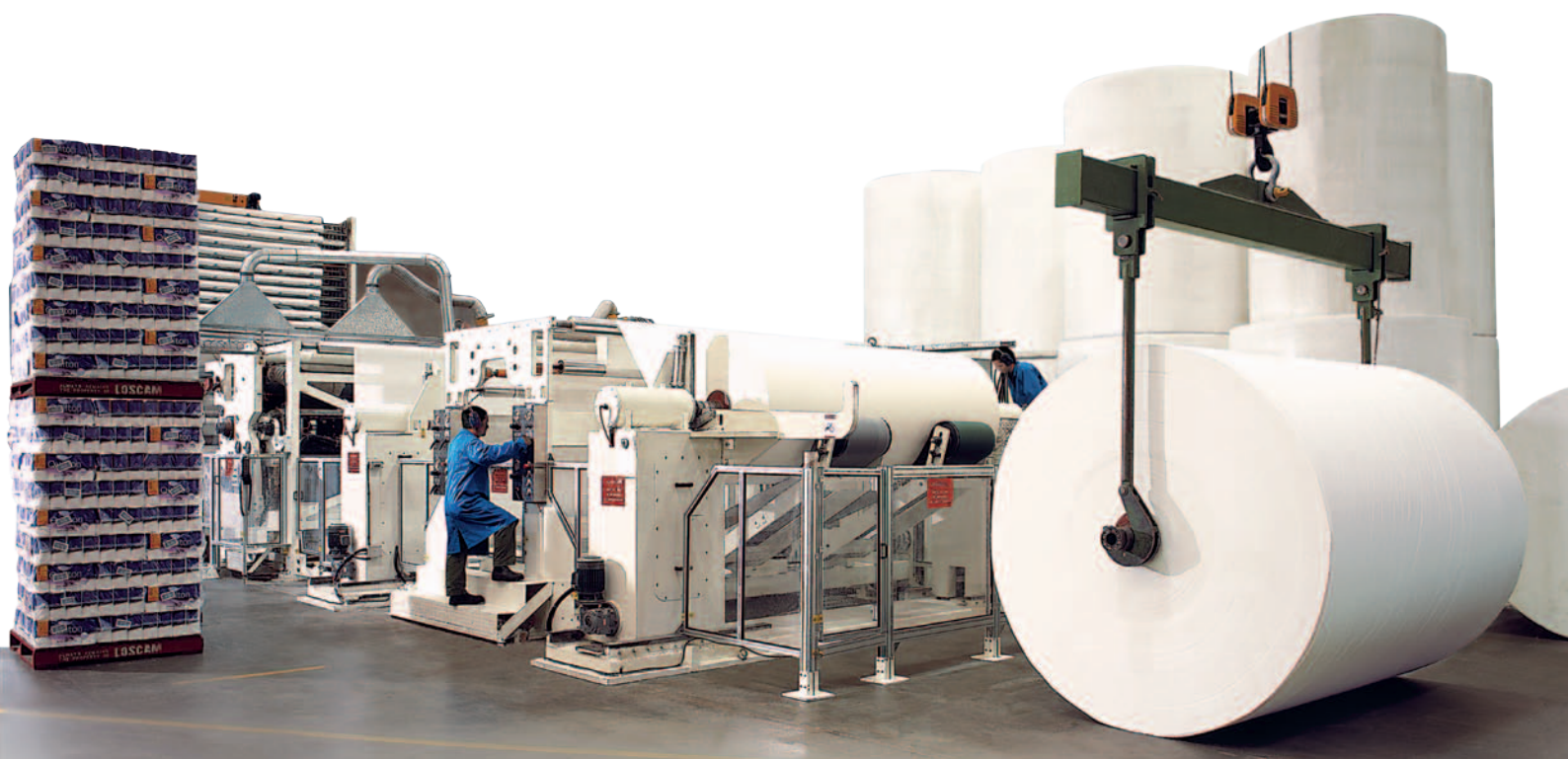
ABC is the only locally-owned major tissue company in Australasia.
We have operated in New Zealand since 1998.

We have developed major proprietary brands for both our retail and commercial customers, and are behind some of the region's most successful house brands.
Our brand Quilton is now market leader in the Australasian luxury segment.

Current revenues exceed \$A 300 million.

The company owns Australia's most advanced hi-tech paper mill, located in Sydney.
We also own our own paper recycling plant in Brisbane, where we make Earthcare®.
We have other factories throughout Australia, as well as a factory in Auckland.

ABC is a firm advocate of environmental responsibility, and has consistently provided retailers with a variety of options to counter the flood of cheap, environmentally questionable paper tissue products.





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Earthcare Interleaved Toilet Tissue 2 Ply	250 sheets (36 packs per carton)	EC-250
Earthcare Toilet Roll 2 Ply	400 sheets, single pack (48 rolls per carton)	EC-4001
Earthcare Toilet Roll 2 Ply	400 sheets, 8 pack (32 rolls per polybag)	EC-2404
Earthcare Jumbo Toilet Roll 1 Ply	9cm x 650m (8 rolls per polybag)	3/ECJ650
Earthcare Jumbo Toilet Roll 2 Ply	9cm x 300m (8 rolls per polybag)	3/EC2J300
Earthcare Interleaved Hand Towel 2 Ply	20.5cm x 30cm, 200 sheets per pack (16 packs per carton)	EC-6577
Earthcare Interleaved Hand Towel 2 Ply	24cm x 30cm, 100 sheets per pack (24 packs per carton)	EC-2188
Earthcare Centreline Roll Towell	19cm x 300m (6 rolls per polybag)	6/EC3006CP
Earthcare Facial Tissue 2 Ply	18cm x 19.5cm, 100 sheets per pack (48 boxes per carton)	A-100487
Earthcare Serviettes 1 Ply	31.5cm x 30cm, 500 per pack (6 packs per carton)	A-112/500EC





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The facts at a glance:

- Manufactured from 100% post-consumer waste
- Virtually chemical-free manufacturing process
- Chlorine-free – we use an oxygen bleaching process
- Soft, strong and white
- Competitively priced
- Enviro-Mark Gold New Zealand certification
- 5 star rating with New Zealand Government Paper Buyers Guide (maximum rating)
- Manufactured and converted at our plants in Sydney, Brisbane and Auckland
- Every tonne of recycled paper used saves 13 trees

Manufacturing Earthcare® contributes towards saving:*

- 550,000 trees annually
- 105,000 barrels of oil
- 1.3 billion litres of water
- 1.72 kilowatt hours of electricity

In addition, we save 42,000 tonnes of waste paper from going into landfills, where each tonne would have taken a cubic metre of space and emitted the equivalent of four tonnes of greenhouse gases.

*Return to sender – an introduction to Extended Producer Responsibility.
John Gertsakis, Nicola Morelli, Chris Ryan –National Centre for Design at RMIT.



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