



# **Ecolabelling of Copy and Printing Paper – Supplementary Module**

Version 3.0

Draft Proposal

25 June 2004



Nordic Ecolabelling

# Nordic Ecolabelling; Swanlabelling of Copy and Printing Paper – Supplementary Module

044/draft proposal for version 3, 25.06.2004

## CONTENT

<b>SWAN LABELLING OF PAPER PRODUCTS .....</b>	<b>1</b>
<b>WHAT IS SWAN LABELLED COPY AND PRINTING PAPER? .....</b>	<b>1</b>
<b>WHY CHOOSE THE SWAN LABEL? .....</b>	<b>2</b>
<b>WHICH COPY AND PRINTING PAPERS QUALIFY FOR A SWAN LABEL? .....</b>	<b>2</b>
<b>HOW TO APPLY.....</b>	<b>3</b>
<b>ECOLABELLING REQUIREMENTS FOR COPY AND PRINTING PAPER.....</b>	<b>3</b>
1 <b>REQUIREMENTS AS REGARDS THE APPLICANT .....</b>	<b>4</b>
2 <b>REQUIREMENTS AS TO PULP AND PAPER MANUFACTURERS .....</b>	<b>6</b>
<b>REGISTRATION.....</b>	<b>7</b>
<b>THE DESIGN OF THE ECOLABEL.....</b>	<b>7</b>
<b>THE VALIDITY OF THE CRITERIA DOCUMENT.....</b>	<b>8</b>
<b>GLOSSARY .....</b>	<b>8</b>
<b>APPENDIX 1 INFORMATION ON THE PAPER AND SALE</b>	
<b>APPENDIX 2 MARKETING OF ECOLABELLED COPY AND PRINTING PAPER</b>	
<b>APPENDIX 3 ENVIRONMENTAL AND QUALITY ASSURANCE</b>	

In 1989, the Nordic Council of Ministers decided to introduce a voluntary official ecolabel, the Swan. These organisations/companies operate the Swan ecolabelling scheme on behalf of their own country's government.

For more information, see the web sites:

### Addresses

#### Denmark:

Ecolabelling Denmark  
c/o Dansk Standard  
Kollegievej 6  
DK-2920 CHARLOTTENLUND  
Tel: +45 72 300 450  
Fax: +45 72 300 451  
Web site: [www.ecolabel.dk](http://www.ecolabel.dk)  
E- mail: [info@ecolabel.dk](mailto:info@ecolabel.dk)

#### Iceland:

Ecolabelling Iceland  
Umhverfisstofnun  
Su urlandsbraut 24  
IS-108 REYKJAVIK  
Tel: +354 591 20 00  
Fax:+354 591 20 20  
Web site: [www.svanurinn.is](http://www.svanurinn.is)  
E- mail: [sigrun@ust.is](mailto:sigrun@ust.is)

#### Sweden:

SIS Ecolabelling AB  
SE-118 80 STOCKHOLM  
Tel: +46 8 55 55 24 00  
Fax:+46 8 55 55 24 01  
Web site: [www.svanen.nu](http://www.svanen.nu)  
E- mail: [svanen@sismab.se](mailto:svanen@sismab.se)

#### Finland:

SFS Ecolabelling  
Pb 116  
FI-00241 HELSINGFORS  
Tel: +358 9 1499 331  
Fax: +358 9 1499 3320  
Web site: [www.sfs.fi/ymparist/](http://www.sfs.fi/ymparist/)  
E- mail: [joutsen@sfs.fi](mailto:joutsen@sfs.fi)

#### Norway:

Ecolabelling Norway  
Kr. Augusts gt. 5  
NO-0164 OSLO  
Tel: +47 22 36 57 40  
Fax: +47 22 36 07 29  
Web site: [www.ecolabel.no](http://www.ecolabel.no)  
E-mail: [info@ecolabel.no](mailto:info@ecolabel.no)

This document may only be reproduced in its entirety, and with no modifications of any kind. Excerpts may be used provided Nordic Ecolabelling is cited as source.

## **Swan labelling of paper products**

Criteria for Swan labelling of paper products encompass a wide range of requirements, most of which relate to pulp and paper production. The Basic Module (Swan labelling of paper products – Basic Module) contains requirements regarding forest management, emissions, energy and waste in pulp and paper manufacturing. The Chemical Module (Swan labelling of paper products – Chemical Module) covers requirements of chemicals used in the production of pulp and paper.

A Supplementary Module includes an overview of all the requirements specific to a Swan labelled product, in this case, copy and printing papers. Requirements that are not specific to copy and printing papers are contained in the Basic Module and Chemical Module. However, requirements specific to copy and printing papers are set out in the supplementary module. One example is that the reference value for CTMP production for copy and printing paper is more stringent than in the Basic Module, as seen in requirement K10 in this document.

To be awarded a Swan licence, the supplementary requirements contained in this document, as well as the applicable parts of the Basic Module and Chemical Module, must be fulfilled.

At present, the modular system for paper products comprises the following documents:

- Basic Module (Swan labelling of paper products – Basic Module)
- Chemical Module (Swan labelling of paper products – Chemical Module)
- Swan labelling of coffee filters – Supplementary Module
- Swan labelling of grease-proof paper – Supplementary Module
- Swan labelling of envelopes – Supplementary Module
- Swan labelling of copy and printing paper – Supplementary Module

The Swan labelling also includes criteria for tissue paper and packaging paper.

The requirements of the Supplementary Modules may be more stringent or more lenient than those of the Basic Module and the Chemical Module. If there is a discrepancy, the requirements of the Supplementary Module shall take precedence.

## **What is Swanlabelled copy and printing paper?**

The Swan label is an official ecolabel with absolute requirements. A Swan labelled copy or printing paper is amongst the least environmental hazardous within its group and a Swan label on a copy or printing paper shows that the product fulfils strict environmental requirements.

Requirements imposed are based on a life cycle assessment of the product and concern production, use and waste. In the case of copy and printing paper this is achieved by using fibres from certified sustainable forestry, by limiting the use of environmentally harmful chemicals, by producing low emissions to air and water and by reducing the energy consumption.

To be awarded a Swan licence, the requirements in the Basic Module, the Chemical Module and the requirements of the Supplementary Module must be fulfilled.

The criteria's environmental requirements can be used by each manufacturer as a guide on how they can contribute to a development towards a sustainable society.

The granting of an ecolabel to a product confirms that resources have been used efficiently and that environmentally friendly production methods have been applied. Nordic Ecolabelling has evaluated the raw materials used in the product and only raw materials of the highest quality in environmental terms may be used in Swan labelled paper products.

## **Why choose the Swan label?**

- The Swan label is a standard with absolute requirements.
- The Swan label represents a cost-effective and simple means of communicating an enterprise's environmental work and commitment.
- The Swan label has a high level of recognition and credibility in the Nordic countries. For example in 2000, 91% of those surveyed in Sweden, 85% in Norway, 75% in Finland, 56% in Denmark and 52% in Iceland recognised the Swan label.
- Environmental issues are complex, and it can take a long time to learn about specific areas. The Swan label can be used as a guide in this work.
- The Swan label imposes requirements relating to quality and recycling. This means that a Swan licence is a mark of quality.
- The Swan label allows manufacturers to reach purchasers within the private and public sectors who are interested in protecting the environment.

## **Which copy and printing papers qualify for a Swan label?**

The product group encompasses woodbased and woodfree printing and graphic board, based on cellulose and/or mechanical pulp, for writing, printing and copying. Only paper that has traceability from the paper manufacturer to retail dealer can be swanlabelled. This means that a trade name can not be used both on a swanlabelled paper and a paper that is not swanlabelled.

The criteria do not apply for the following paper products: tissue paper, grease-proof paper, envelope paper and packaging paper. Separate criteria apply for these products.

A licence may also be sought for printed matter consisting of Swanlabelled printing paper or printing paper that meet the requirements for paper in the criteria document

on printed matter. For further information, please refer to the document on "printed matter".

## **How to apply**

An application form, available at all the secretariats and at the web sites, must be filled in for the product in question. A signed application and written documentation providing evidence that the product fulfils the requirements of the Basic Module, the Chemical Module and this document, shall be submitted to the secretariat in the Nordic country of manufacture or, if appropriate, the country in which the product is sold. Include a table of content of the submitted documentation. Copies of all documents must be kept available by the applicant. The applicant must also be well acquainted with "Regulations for Nordic Ecolabelling of Products".

Whether or not requirements are met must be stated for each requirement, that is, one of the options " yes  no" must be checked. Each requirement is followed by a  symbol and a description of how the requirement should be documented by the applicant or subcontractor. Enclosures must be numbered and the number filled in under "Appendix No. \_\_\_\_".

This document can be used as checklist to ensure that all requirements are fulfilled and documented.

There are 3 appendices that can be used for documenting the requirements. It is not necessary to submit new documentation if the paper and pulp already have been approved by Nordic Ecolabelling, only a reference to the secretariat who has handled the documentation must be submitted.

All information sent to Nordic Ecolabelling is handled strictly confidentially, including the name of the supplier and product, which are only released when a licence is awarded.

## **Ecolabelling requirements for copy and printing paper**

The requirements relate only to those parts of the output of the production that are encompassed by the application. The requirements contain references to the Basic Module and the Chemical Module. For a licence to be granted all requirements in Chapters 1 and 2 in this document must be met. If the manufacturer uses other report systems (such as EMAS, ISO 14 001 or reporting to the authorities) this can be used as partly documentation if they are specific enough regarding the relevant product. In such cases, references shall be made to relevant parts of the report system.

# 1 Requirements as regards the applicant

## 1.1 Information on the product

### Checklist

Criteria fulfilled?

Yes  No

#### R1 Information on the product

- The name of the paper manufacturer
- Information about trademark/name of the product, designation of type and grammage (g/m<sup>2</sup>). Is the paper sold in sheets or on rolls? The information can be filled in using Appendix 1 in this document.
- Representative product samples.

Documentation of the above points. Appendix 1 can be used for documentation purposes.

Appendix no \_\_\_\_\_

#### R2 Sale

Information on where and by whom the products are expected to be sold.

Yes  No

Appendix 1 can be used for documentation purposes.

Appendix no \_\_\_\_\_

## 1.2 Marketing of the Swan label

#### R3 Marketing

Applicants must be acquainted with "Regulations for the Nordic Ecolabelling of Products".

*A description of the design of the ecolabel can be found at the end of this document.*

Yes  No

Declaration that the licence applicant is familiar with "Regulations for the Nordic Ecolabelling of Products". Appendix 2 may be used for documentation purposes.

Appendix no \_\_\_\_\_

#### R4 Personnel responsible for marketing

The applicant must confirm that the personnel responsible for marketing are familiar with the principles and conditions of Nordic Ecolabelling as mentioned above.

Yes  No

Submit organization map with traceable distribution of responsibility.

Appendix no \_\_\_\_\_

## 1.3 Recycling systems for products and packaging

#### R5 Recycling system

National legislation, rules and industry agreements on the recycling of products and their packaging must be met in the Nordic countries in which the ecolabelled product is on sale.

Yes  No

The registration number in the national recycling system for products and packaging or other documentation of compliance with the requirement.

Appendix no \_\_\_\_\_

## 1.4 Authority requirements

Criteria fulfilled?

### R6 Authority requirements

Yes  No

The holder of the ecolabelling licence is responsible for ensuring that the production of the ecolabelled products complies with all requirements as to safety, working conditions, working environment legislation, environmental legislation and conditions/licences relating to conversion of the paper.

## 1.5 Environmental and quality assurance

### R7 Environmental and quality assurance

Yes  No

The applicant is responsible for making sure that the quality of the Swan labelled product is maintained throughout the period of validity of the licence. The applicant shall ensure that:

- All requirements in the ecolabelling criteria that are relevant for the applicant are being met and that they are verifiable during the validity period of the licence
- The Swan labelled product can be traced throughout the entire production process from raw material to finished product
- Unforeseen non-conformities or planned changes in production, which may affect the product's ability to fulfil the ecolabelling requirements, are reported to Nordic Ecolabelling without delay
- A person in the organisation is assigned the responsibility and authority to guarantee that the requirements of the ecolabelling criteria are fulfilled.
- A contact person, responsible for reporting to Nordic Ecolabelling, is appointed

The licence holder shall have a written permission from Nordic Ecolabelling before carrying out any changes that may be of relevance for the fulfilment of the ecolabelling requirements. Examples of such changes are exchanging raw materials, a new production method, and the use of new chemicals.



The applicant shall provide confirmation of the above by completing Appendix 3.

Appendix no \_\_\_\_\_

### R8 Quality manual

Yes  No

The applicant must follow the written procedures of the company's quality manual for the production of ecolabelled products. These routines are:

- Procedures for securing the traceability of Swan labelled products
- Procedures for handling non-conformities and changes in the production of the Swan labelled product, and reporting these to the contact person and Nordic Ecolabelling
- Procedure for logs

- Extracts from the quality manual describing the procedures for the production of ecolabelled products. The applicant must also have the following documents available in the event of an inspection visit. Appendix no \_\_\_\_\_
- Copy of the entire application
  - Journals of unforeseen deviations and planned production changes in the production of the ecolabelled product
  - Complaints and claims relating to the ecolabelled product

## 2 Requirements as to pulp and paper manufacturers

Unless otherwise specified, copy and printing paper is always subject to the requirements contained in the Basic Module and the Chemical Module, as well as requirement R10 below. The supplementary requirements below must also be fulfilled. The Basic Module contains requirements as to forestry, emissions to water and air (AOX, COD, P, S, NO<sub>x</sub> and CO<sub>2</sub>), energy consumption, waste processing, and quality and eco-assurance. The Chemical Module covers requirements of chemicals used in the production of pulp and paper. R10 in this document gives specific reference values for the requirements regarding emissions.

### 2.1 Paper quality

Criteria fulfilled?

#### R9 The Basic and Chemical Modules

Yes  No

Has the paper quality already been approved by Nordic Ecolabelling in accordance with the Basic Module and the Chemical Module?

Yes  No

If yes, state when and by which secretariat.

If no, all the requirements in the Basic Module, the Chemical Module and the supplementary requirement in R10 must be fulfilled.

*The documentation required from the paper mill may be submitted directly to the Nordic Ecolabelling.*

- Overview of the above points. Appendix no \_\_\_\_\_

#### R10 Emissions - CTMP production

Yes  No

Emission points for the production of pulp and paper for copy and printing paper are calculated with the aid of specific reference values:

For CTMP the  $COD_{ref,pulp} = 10$  kg/tonne pulp

Emissions (COD, P, S and NO<sub>x</sub>) from the production of pulp and paper for copy and printing paper must satisfy the emission requirements in the Basic Module:

The total of the loading points  $P_{emissions\ total}$ , must not exceed 4.0

$$P_{\text{emissions total}} = P_{\text{COD}} + P_{\text{P}} + P_{\text{S}} + P_{\text{NOx}} \quad 4.0$$

None of the points for individual emissions ( $P_{\text{COD}}$ ,  $P_{\text{P}}$ ,  $P_{\text{S}}$ , and  $P_{\text{NOx}}$ ) must exceed 1.5.

Emission points are calculated with the aid of a technical description of the production processes in which the emissions are related to reference values for the production process. A more detailed description of the requirements relating to documentation and calculation methods can be found in the Basic Module. In the Basis Module the  $\text{COD}_{\text{ref,pulp}}$  for CTMP is 15 kg/tonne pulp.



Calculations and data showing fulfilment of the requirement.

Appendix no \_\_\_\_\_

## Registration

If the licence is to be registered in another participating Nordic country, the following documentation must be submitted to Nordic Ecolabelling:

- Registration form.
- A copy of the licence.
- Registration number in national recycling system for products and packaging or other relevant documentation showing that the requirements concerning recycling systems are fulfilled, see R5.

## The design of the ecolabel

The ecolabel and the allocated ID number (shown as 000-000) shall have the following design:



000

000

Copy and printing paper

**The subtext "Copy paper" and "Printing paper" is voluntary.**

The ecolabel shall be affixed both on the ream cover and on the cardboard box.

## The validity of the criteria document

This criteria document for ecolabelling of copy and printing paper, version 3.0, was adopted by the Nordic Ecolabelling Board on dd.mm.yyyy and will remain in force up to and including dd.mm.yyyy.

During the period of validity the Nordic Ecolabelling Board may decide corrections, clarifications and/or prolongations by publishing a new version of the criteria document. This will normally not affect already approved licences.

The Nordic Ecolabelling Board is required, at least 12 months prior to the expiry date, to give notice of which criteria will apply thereafter.

## Glossary

COD:	Chemical Oxygen Demand. A measure of the quantity of oxygen consumed during the chemical degradation of organic materials.
P:	Chemical designation for phosphorus. In this document P means phosphorus bound to water.
S:	Chemical designation for elementary sulphur. In this document S means all forms of sulphur compounds in gas form to air.
NO <sub>x</sub> :	Joint chemical term for nitrogen oxides (NO, N <sub>2</sub> O and NO <sub>2</sub> ). In this document NO <sub>x</sub> means the total of NO and NO <sub>2</sub> measured as NO <sub>2</sub> .
CTMP	Chemi-thermo-mechanical pulp, which is a mechanical pulp where the chip has had a chemical pretreatment
P <sub>emission total</sub>	A calculation of points of the total of the loading points for emissions of COD, P, S and NO <sub>x</sub> divided among reference values for the production process of the paper. Emissions from pulp- and paper production are both included.

# Appendix 1 Information on the paper and sale

## GENERAL INFORMATION

Name of the applicant:.....

Address:.....

Name of the paper manufacturer:.....

## INFORMATION ON THE PAPER

Trade name.....

Type.....

At least one of the following must be checked:

- Office paper for
  - Copying
    - Laser copying
    - Four coloured copying and ink-jet
  - Coloured paper
  - Etiquettes
  - Other.....

- Graphic paper for
  - Digital printing
  - Offset
  - Carton
  - News paper
  - Other.....

Grammage (g/m<sup>2</sup>).....

Is the product sold in sheets or on rolls?.....

Sheet size (smallest, greatest):.....

Coating: Is the paper

- Coated
- Uncoated

Paper for permanent documents (voluntarily):

Does the paper fulfil ISO 9706 (Information and documentation — Paper for documents — Requirements for permanence)?

- yes
- no

Other aspects (e.g. printability).....

.....  
PLEASE INFORM US WHETHER THE INFORMATION CAN BE USED TO INFORM THE PUBLIC AND PRINTING HOUSES, OR IF THE INFORMATION CAN BE SHOWN ON OUR WEB PAGES.

## **Appendix 1      Information on the paper and on sale**

### **SALESINFORMATION**

Information on where and by whom the products are expected to be sold:

.....

.....

## **Appendix 2 Marketing of ecolabelled copy and printing paper**

We hereby confirm that we are acquainted with the regulations governing the Nordic Swan ecolabel as described in "Regulations for the Nordic Ecolabelling of Products".

We hereby undertake that the marketing of the product will comply with these regulations.

We also confirm that we are familiar with the criteria for the ecolabelling of copy and printing paper.

We undertake to ensure that the personnel responsible for marketing the ecolabelled products within our company receive information on the criteria governing the ecolabelling of copy and printing paper and "Regulations for the Nordic Ecolabelling of Products".

\_\_\_\_\_  
Place/date

\_\_\_\_\_  
Name of company

\_\_\_\_\_  
Person responsible

\_\_\_\_\_  
Tel. no. and e-mail

\_\_\_\_\_  
Person responsible repeated in capital letters

\_\_\_\_\_  
Marketing Manager

\_\_\_\_\_  
Tel. no. and e-mail

\_\_\_\_\_  
Marketing Manager repeated in capital letters

Nordic Ecolabelling must be notified in the event of changes in the above personnel information.



## **Appendix 3 Environmental and quality assurance**

---

Licence applicant

---

Name of the paper manufacturer

---

Trade name

We hereby confirm that we are acquainted with the criteria for ecolabelling of copy and printing paper – supplementary module.

We hereby confirm the accuracy of the documentation specified in our application dated\_\_\_\_\_.

We approve of Nordic Ecolabelling controlling the fulfilment of the requirements during the validity period of the criteria.

We ensure that we will acquire a written permission from Nordic Ecolabelling before carrying out any changes that may be of relevance for the fulfilment of the ecolabelling requirements

We ensure that we, without delay, will notify Nordic Ecolabelling of any unforeseen non-conformities which may affect the product's ability to fulfil the ecolabelling requirements.

We ensure that we have a quality manual with written procedures for the following (enclosed):

- Procedures for securing the traceability of Swan labelled products
- Procedures for handling non-conformities and changes in the production of the Swan labelled product, and reporting these to the contact person and Nordic Ecolabelling
- Procedure for logs and annual reports

---

Place/date

---

Company name

---

Person responsible, Title, Phone, E-mail

---

Repeated in capital letters

---

Contact person, Title, Phone, E-mail

---

Repeated in capital letters

*Nordic Ecolabelling must be notified in the event of changes in the above personnel information.*