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For immediate release

Planet Ark and Australian Paper team up for recycling initiative

Environmental organisation Planet Ark has joined forces with Australian Paper on a new initiative encouraging paper users to 'Make it Recycled' by switching to locally made recycled office and printing paper.

Office paper has a recycling rate of 64% but less than one in six reams of new office paper include recycled content.

The 'Make It Recycled' partnership between Planet Ark and Australian Paper aims to reduce the amount of Australian waste paper going to landfill and to encourage businesses, households and government to use locally-made, high-recycled content paper.

Australian Paper is currently building a \$90 million paper recycling plant at Maryvale in Victoria, to greatly increase the production of local recycled paper. This will be the only premium paper recycling plant in Australia capable of making high quality recycled office and printing papers.

"Planet Ark has a long history of working constructively with businesses to help them lessen their environmental impacts," said Paul Klymenko, CEO of Planet Ark. "The recycling plant will take up to 80,000 tonnes of wastepaper, which is equivalent to 16 billion sheets of A4 paper, enough to pile a tennis court 1 kilometre high every year."

Jim Henneberry, CEO Australian Paper, said that the new paper recycling plant will make Australian made recycled paper an easy choice.

"We want to move the recycled dial from niche to normal and prove to everyone who buys paper that recycled doesn't have to mean lower quality," he said.

NAB has switched to 100% recycled, carbon neutral, FSC certified paper to support the expansion of recycled paper collection and manufacturing in Australia.

"We believe that recycled paper is an effective use of valuable local resources and support an expansion in locally made recycled paper," said Sarah Law, Supplier Sustainability Manager for NAB.

"We've been pleased with the quality of locally made Reflex 100% Recycled and have made a full transition to recycled paper across our Australian operations without a hitch."

For further information or to arrange an interview, please contact:

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Mr Henneberry said that by choosing local recycled office and printing papers, Government and businesses will help to close the loop with the Maryvale paper recycling plant.

“This is an exciting time for sustainable local paper manufacturing and we need the support of paper buyers all over Australia to make it happen,” he said.

For more information on Make It Recycled, visit PlanetArk.org/MakeItRecycled

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About Planet Ark

Planet Ark is an Australian not-for-profit Environmental organisation, founded in 1992. Planet Ark Environmental Foundation works with individuals and businesses to teach them the simple ways in which they can reduce their impact on the planet, at home, at work and in the community.

About Australian Paper

Australian Paper is Australia’s only manufacturer of office, printing and packaging papers. Australian Paper’s Maryvale Mill is the largest private employer in the Latrobe Valley and is also Victoria’s largest generator of baseload renewable energy.

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