



GS-10

**GREEN SEAL™ ENVIRONMENTAL STANDARD FOR
COATED PRINTING PAPER**

**SECOND EDITION
JANUARY 7, 1997**

Green Seal, Inc. • 1001 Connecticut Ave. NW, Ste 872 • Washington, DC USA 20036-5525
(202) 872-6400 • FAX (202) 872-4324 • www.green Seal.org

Green Seal's Environmental Standards are copyrighted to protect Green Seal's publication rights,
not to restrict their use in product design or evaluation.

©1997 Green Seal, Inc. All Rights Reserved

THE MARK OF ENVIRONMENTAL RESPONSIBILITY

GREEN SEAL™

Green Seal is a non-profit organization devoted to environmental standard setting, product certification, and public education. Green Seal's mission is to work towards environmental sustainability by identifying and promoting environmentally responsible products, purchasing, and production. Through its standard setting, certification and education programs, Green Seal:

- identifies products that are designed and manufactured in an environmentally responsible manner;
- offers scientific analyses to help consumers make educated purchasing decisions regarding environmental impacts;
- ensures consumers that any product bearing the Green Seal Certification Mark has earned the right to use it; and
- encourages manufacturers to develop new products that are significantly less damaging to the environment than their predecessors.

The intent of Green Seal's environmental requirements is to reduce, to the extent technologically and economically feasible, the environmental impacts associated with the manufacture, use and disposal of products. Set on a category-by-category basis, Environmental Standards focus on significant opportunities to reduce a product's environmental impact.

Green Seal offers certification to all products covered by its Standards. Manufacturers may submit their products for evaluation by Green Seal. Those which comply with Green Seal's requirements may be authorized to use the Green Seal Certification Mark on products and in product advertising. Manufacturers authorized to use the Green Seal Certification Mark on their product are subject to an ongoing program of testing, inspection, and enforcement.

For additional information on Green Seal or any of its programs, contact:

Green Seal
1001 Connecticut Avenue, NW, Suite 827
Washington, DC 20036-5525
(202) 872-6400
www.greenseal.org

FOREWORD

A. Certification. This environmental standard contains the basic requirements for certain products (as defined in the Scope section below) to be certified by Green Seal™ and for their manufacturers to receive authorization to use the Green Seal Certification Mark on products and their packaging, and in product advertising. The requirements are based on an assessment of the environmental impacts of product manufacture, use, and disposal and reflect information and advice obtained from industry, trade associations, users, government officials, environmental and other public interest organizations, and others with relevant expertise. These requirements are subject to revision as further experience and investigation may show is necessary or desirable.

B. Compliance with the Standard. Compliance with this Standard is one of the conditions of certification of a product by Green Seal.

C. Compliance with Government Rules. In order to be authorized to use the Green Seal Certification Mark, the manufacturer of the certified product must disclose all governmental allegations or determinations of violation of federal, state, or local environmental laws or regulations with respect to facilities in which the product is manufactured. Certification will be denied any product manufactured in violation of environmental laws or regulations if, in Green Seal's judgment, such violations indicate that the environmental impacts of the product significantly exceed those contemplated in the setting of the standard.

D. Limitations on Purpose of Standard. Green Seal's standards provide basic criteria to promote environmental quality. Provisions for product safety have not been included in this Standard because government agencies and other national standard-setting organizations establish and enforce safety requirements.

E. Substantially Equivalent Products. Products that are substantially similar to those covered by this standard in terms of function and environmental impact may be evaluated and certified by Green Seal against the intent of the requirements of this standard.

F. Unanticipated Environmental Impacts. A product which complies with this Standard will not necessarily be certified by Green Seal if, when examined and tested, it is found to have other features which significantly increase its impact on the environment. In such a situation, Green Seal will ordinarily amend its standards to account for the unanticipated environmental impacts.

G. Certification Agreement and Green Seal Rules. In order to be authorized to apply the Green Seal Certification Mark to a product or its packaging, or to use the Green Seal Certification Mark in product advertising, the manufacturer of the product must (1) undergo an initial product evaluation to determine that the product complies with Green Seal's requirements, (2) sign a Green Seal Certification Agreement that, among other things, defines how and where the Green Seal may be used, (3) pay fees to cover the costs of testing and monitoring, (4) agree to an ongoing program of factory inspections

and product testing, and (5) comply with the requirements found in the most recent version of "Rules Governing the Use of the Green Seal Certification Mark."

H. Disclaimer of Liability. Green Seal™, in performing its functions in accordance with its objectives, does not assume or undertake to discharge any responsibility of the manufacturer or any other party. Green Seal shall not incur any obligations or liability for damages, including consequential damages, arising out of or in connection with the interpretation of, reliance upon, or any other use of this Standard.

I. Care in Testing. Many tests required by Green Seal's Standards involve safety considerations. Adequate safeguards for personnel and property should be employed in conducting such tests.

J. Referenced Standards. Standards referenced in this document may have been superseded by a later edition, and it is intended that the most recent edition of all referenced standards be used in determining compliance of a product with this standard.

K. Labeling Requirements. This standard neither modifies nor supersedes government labeling requirements. Labeling language which varies in form from the requirements of this section may be used with the written approval of Green Seal.

Green Seal™ Environmental Standard for Coated Printing Paper

1. Scope

This standard establishes environmental requirements for coated printing papers.

1.1 Paper Excluded from the Scope of this Standard

Specialty papers, such as thermal and carbonless carbon paper.

2. Definitions

2.1 Coated Printing Paper: Any printing paper which has surface coatings added for the purpose of improving its appearance and printing surface.

2.2 Coating: The layer of pigment and adhesives substances which has been applied to the surface of paper to create a new surface.

2.3 Postconsumer material: Those finished products, packages or materials generated by a business or consumer that have served their intended end uses, and that have been recovered from or otherwise diverted from the waste stream for the purpose of recycling.

3. Product Specific Performance Requirements

The product must be made in accordance with reasonable industry practice with respect to quality and performance.

4. Product Specific Environmental Requirements

The product shall meet the requirements listed in Section 4.1 (Coating Composition and Heavy Metal Restrictions). In addition, the product shall meet either the requirements in Section 4.2 (Recycled Content Requirements) or those in Section 4.3 (Production Process Requirements).

4.1 Coating Composition and Heavy Metal Restrictions.

4.1.1 The manufacturer shall demonstrate that lead, cadmium, mercury, and hexavalent chromium are not used as ingredients in the coated printing paper.

4.1.2 The coating shall not be formulated with free formaldehyde.

4.2 Recycled Content Requirements.

4.2.1 The fiber in coated printing paper shall contain a minimum of 10% postconsumer material.

4.2.2 The percentage of postconsumer material shall be calculated and certified based on the fiber weight of the paper.

4.2.3 The calculation of postconsumer content based on fiber weight shall be performed using the following formula based on dry weight of the material inputs.

Postconsumer material:

$$\frac{\text{(Postconsumer Material x Yield)}}{[(\text{Virgin Pulp x Yield}) + (\text{Other Fibrous Material x Yield.})]}$$

4.2.4 Yield loss will depend on the product manufactured, the raw material, the level of contaminants and the cleaning and de-inking technology employed. The percentage yield shall be calculated by dividing the total material output by the total material input.

4.2.5 The percentage of postconsumer material shall be calculated based on a weighted average of the materials used for a period of time not to exceed the previous three months.

4.3 Production Process Requirements

4.3.1 If printed material is used to manufacture the product, it shall not be de-inked using a solvent containing chlorine

4.3.2 Neither chlorine nor any of its derivatives (such as hypochlorite and chlorine dioxide) shall be used in the bleaching agent if bleaching is employed in the manufacture of the product.

Appendix A: Labeling Requirements for Certification by Green Seal

Unless otherwise approved in writing by Green Seal the following labeling requirements shall apply.

1. The Green Seal Certification Mark shall appear on the package. It may also be printed, embossed or watermarked on the product by the product manufacturer. Wherever the Green Seal Certification Mark appears on a package, the package shall contain a description of the basis of certification. This description shall be in a location, style, and typeface that are easily readable by the consumers.
2. The Green Seal Certification Mark shall not be used in conjunction with any modifying terms, phrases or graphic images that might mislead consumers as to the extent or nature of certification.
3. If the product is being certified for meeting the requirements of section 4.2, wherever it appears the Green Seal Certification Mark shall be accompanied by the phrase,

"Contains XX% postconsumer fiber and meets the Green Seal™ environmental requirements for coated paper."

4. If the product is being certified for meeting the requirements of section 4.3, wherever it appears the Green Seal Certification Mark shall be accompanied by one of the following phrases [as appropriate]:

The description shall read as follows for unbleached products:

"Product manufactured without bleaching and meets the Green Seal™ environmental requirements coated paper. Recycled content may have originally been bleached."

For whitened or bleached products, as applicable:

"No chlorine bleach used to manufacture this product and product meets the Green Seal™ environmental requirements coated paper. Recycled content may have originally been bleached with chlorine."

"Product bleached with oxygen and meets the Green Seal™ environmental requirements coated paper. Recycled content may have originally been bleached with chlorine."