



THE MARK OF ENVIRONMENTAL RESPONSIBILITY

GS-15

GREEN SEAL™ ENVIRONMENTAL STANDARD FOR NEWSPRINT

FIRST EDITION
JANUARY 14, 1994

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

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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 impacts.

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

Newsprint (GS-15)

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1. Scope

This standard establishes environmental requirements for all newsprint and printed products manufactured from newsprint, including newspapers and miscellaneous published material made from newsprint such as inserts, flyers, etc.

2. Definitions

2.1 "Newsprint" means paper having a surface density between 40 g/m² and 57 g/m², generally used in the publication of newspapers, and made primarily from mechanical wood pulps combined with some chemical wood pulp.

2.2 "Old newspaper" means newspapers and other groundwood papers that are collected after printing or after use by the end user. Old newspaper may include over-issue newspaper.

2.3 "Post-consumer material" means 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.

2.4 "Recovered material" means fiber waste generated after the completion of a manufacturing process, such as post-consumer materials, envelope cuttings, bindery trimmings, printing waste, cuttings and other converting waste, butt rolls and mill wrappers, obsolete inventories, and rejected unused stock. Recovered material shall not, however, include fibrous waste generated during the manufacturing process, such as fibers recovered from wastewater or trimmings of paper machine rolls (virgin mill broke), regardless of whether such materials are used by the same or another company and shall also not include fibrous by-products of harvesting, extractive or woodcutting processes or forest residues such as cotton linters, bark or sawdust. The component of the trimmings of paper machine rolls (dry mill broke) which consists of recovered material shall be considered recovered material when used to manufacture the certified product.

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

4.1 Newsprint must contain at least 40% by fiber weight of recovered material. A minimum 25% by fiber weight of the newsprint must be old newspaper. The content shall be calculated using a weighted average of materials used over a period not to exceed the previous three months.

4.2 Newspapers, including all inserts made of newsprint, must contain at least 35% by weight of newsprint as defined under 4.1 above. The weight of newsprint shall be calculated using a weighted average of materials used over a period not to exceed the previous three months.

4.3 Miscellaneous published material from newsprint must contain 100% by weight of newsprint as defined under 2.1 above.

5. Labeling Requirements

1. The Green Seal Certification Mark may appear on wholesale or retail packaging or on the product itself.
2. The Green Seal 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 the certification.
3. Whenever the Certification Mark appears on a package or product, the product or package must contain a description of the basis for certification. The description shall be in a location, style, and typeface that are easily readable by the consumer. Unless otherwise approved in writing by Green Seal, the description shall read as follows: for newsprint, "Certified XX% Recovered Material;" for newspaper, "At least 35% certified newsprint containing XX% recovered material;" for miscellaneous material, "Certified XX% Recovered Material."