



## LEAVING A SUSTAINABLE PAPER TRAIL

Australian Paper is the country's only manufacturer of office, printing and writing papers, bags and sacks, and also makes a range of papers used for box manufacturer. It makes a range recycled content papers used for all these applications. It also produces around two billion envelopes annually, making it the largest envelope manufacturer in Australia. The company is an Australian icon, with renowned consumer brands like Reflex, Olympic, Tudor and Queen's Slipper.

Australian Paper Chief Financial Officer and Acting Chief Operating Officer, Peter Williams said that the Australian Made logo provided a point of differentiation, and offered a significant advantage over competitor products, which are mostly imported.

"We use the Australian Made logo on the majority of our products, particularly our leading brands, because it helps consumers understand they have a choice and they can buy local, and we've found they want to," Mr Williams said.

"The fact that our products are manufactured in Australia is a key selling point, and the Australian Made logo helps to communicate that, because it is trusted and easily understood.

"People know what the logo is and what it represents – it is an indicator of quality and reliability backed by local jobs – so we think it's a really good match."

By choosing to manufacture locally, Australian Paper supports thousands of jobs and contributes over \$750 million to the Australian economy annually. That is equivalent to generating \$1.81 in government revenue for every ream of copy paper manufactured.



Australian Paper is also committed to sustainable manufacturing. Aside from being the largest private employer in the Latrobe Valley, Australian Paper's Maryvale Mill is the largest industrial generator of base load renewable energy in Victoria. Australian Paper believes that sustainability is not only about environmental considerations but also economic and social, Mr Williams said that reinvestment back into the local community was an important part of the company's corporate philosophy.

"Australian Paper directly employs more than 1,300 Australians and we are very proud of that," Mr Williams said. "We are committed to sustainable practices throughout our operations to minimise impact on the environment and to maximise social and economic contributions.

"For example, we are currently building a \$90 million waste paper recycling plant in Maryvale, Victoria – the only one of its type in the country – creating more jobs and more great Australian paper products."

Australian Paper is leading the market in Australia, but it has also had success overseas, exporting to approximately 70 countries around the world.

"The logo is particularly useful in export markets where our products are sold in the retail environment," Mr Williams said. Australian Paper is one of a number of Australian manufacturers lobbying the State and Federal Government to buy local too.

"We are trying to educate the Government about the advantages of buying from an Australian company making Australian products – it's important to consider the total benefit of buying Australian Made, rather than make decisions based on purchase price alone," Mr Williams said.

"Our products are generally much better aligned with Government sustainability policies than imported paper from overseas."

"Value for money is purchasing great quality Australian products while at the same time supporting Australian jobs, the Australian economy and our local environment."



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