



A Brighter  
Shade  
of Green

# Our Sustainable Brand Journey

---

## Neenah Paper



# Case Study of Buying Green Power

## Primary drivers of our green power purchase:

- Corporate Environmental Performance Standards for direct and indirect reductions in greenhouse gas emissions.
  - *We recognize our obligation to minimize the environmental footprint of our operations and products.*
- Brand Differentiation
  - *We are a strategic partner to customers committed to reducing the footprint of their supply chain.*



# Case Study of Buying Green Power

## History of our green power purchase:

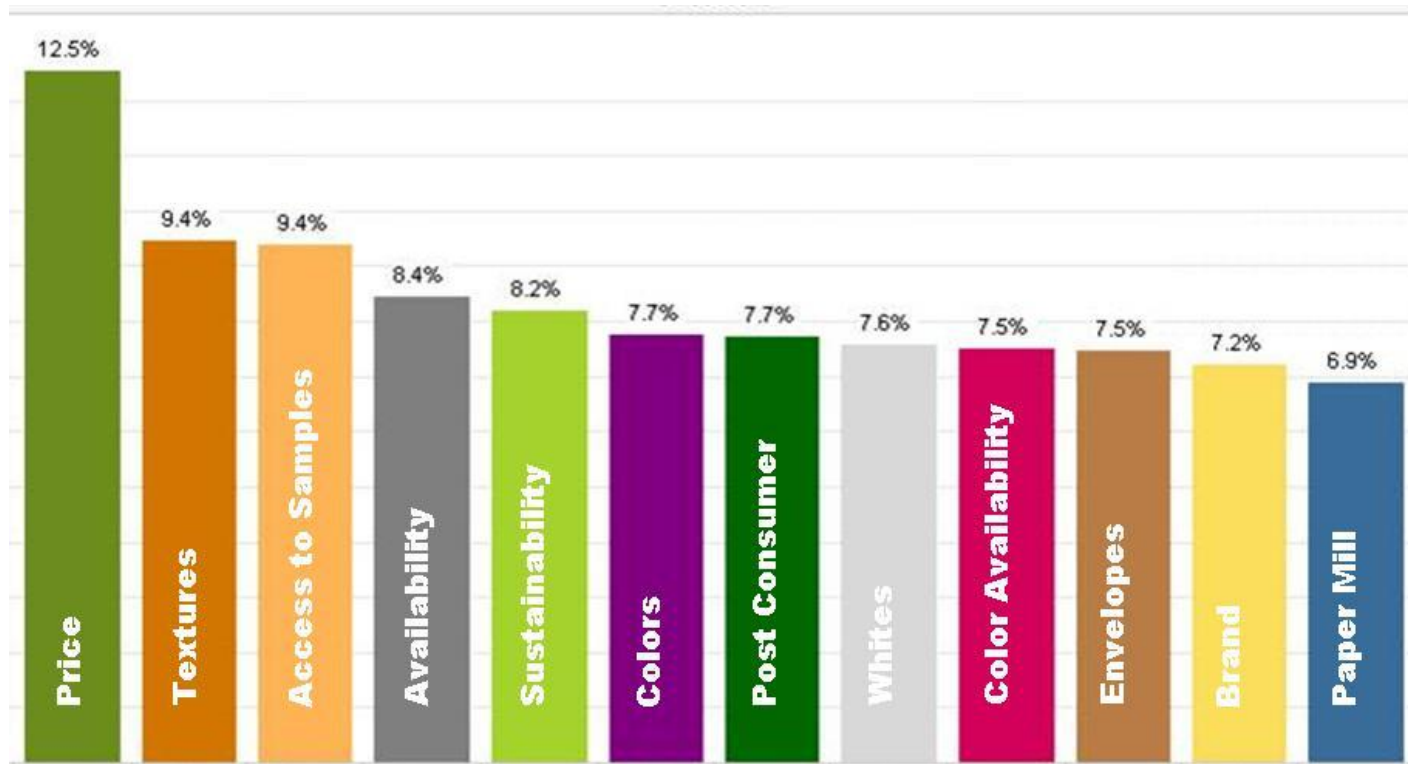
- Initial purchase of Green-e Renewable Energy Certificates through We Energies' Energy for Tomorrow Program.
- September 2009: EarthEra™ Renewable Energy Trust
  - *Partnering with NextEra Energy Resources. All proceeds to go directly to the development of new wind and solar projects in the United States.*
  - *Screening Criteria:*
    - *Reputation of supplier*
    - *Product type*
    - *Green-e Certification*
    - *Procurement plan*



# Making the Case for Buying Green Power

## Market Research: Key Purchase Drivers

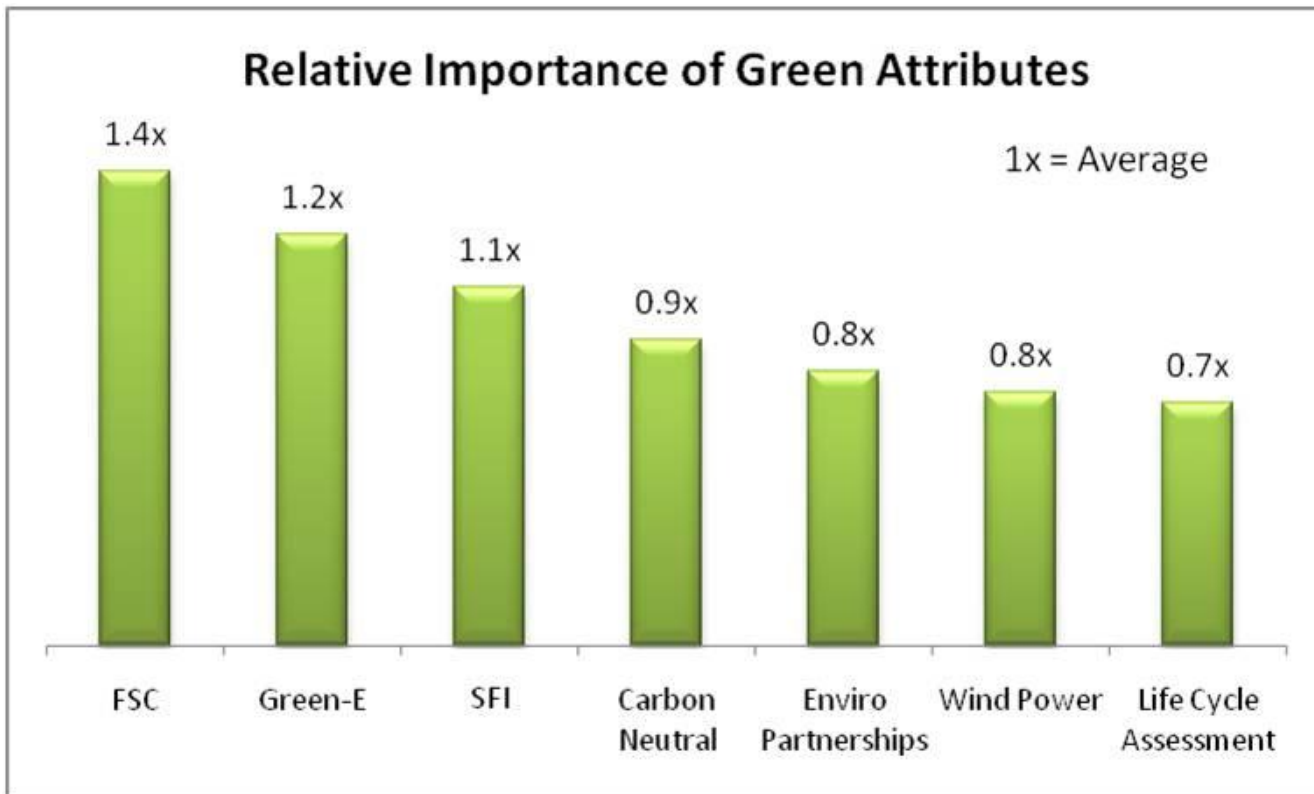
- Key purchase drivers based on 3,500+ total respondents and over 2,000 designers.
- Price, physical properties of product and availability are top purchase drivers.
- Sustainability is a primary driver in the buying decision...above colors and even brand!



# Making the Case for Buying Green Power

## Market Research: Green Attributes

- Green-e Certification is of above average importance in the buying decision, second only to Forest Stewardship Council™ (FSC) Chain of Custody Certification.



# Branding & Outreach

## The Medium is the Message



# On-Product Labeling

## Market Research: On-Package Logos

- 34% of respondents say that on-package green logos “Help A Lot” in their paper purchasing decision.



# Brand Messaging

## Incorporating into overall brand message

- Demonstrating our commitment to green power through public relations, print collateral and online promotions.

U.S. DEPARTMENT OF **ENERGY** | Energy Efficiency & Renewable Energy

**The Green Power Network**

About the GPN | Green Power Markets | **Buying Green Power** | Publications | Renewable Energy RFPs | Home

**Buying Green Power**

Can I Buy Green Power in My State?

Large Purchasers of Green Power

Consumer Protection

Search  
Site M  
EERE

**N**

an interactive newsletter :  
**Spec and CONNECT**

NEENAH PAPER

**eco-specify**  
[ee-koh-spes-uh-fahy] To specify with a view toward conservation of the environment.

**W**ith the wide range of environmentally responsible products offered by Neenah Paper, you can easily go green without sacrificing quality. When it comes to recycled content, or Renewable Energy, Chlorine Free or FSC certifications, our selection of brands, textures and colors is unsurpassed in the premium uncoated paper market. Specify Neenah—**neenah green!**

**N**

NEENAH PAPER

A Brighter Shade of Green

sustainable choice.

**environment**<sup>®</sup>  
Premium Recycled Papers, now includes EVERGREEN<sup>®</sup> Papers

Post Consumer and 100% Post Consumer Papers

FSC Certified Papers and Alternative Fiber Papers

Made with 100% Green Energy

NEW Digital Sizes

**NOW INCLUDES EVERGREEN PAPERS**

WRITING, TEXT, COVER AND ENVELOPES

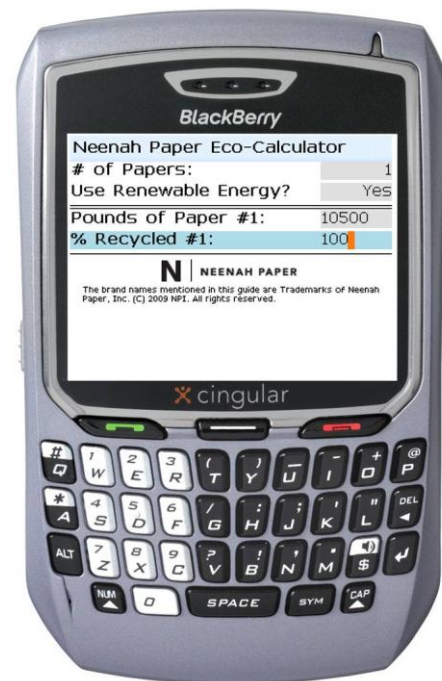




# Public Outreach

## Communicating through print and mobile mediums

- Creating awareness through fun, interactive tools which educate customers regarding the importance of choosing papers made with renewable energy.



# What have we learned?

## Make a Meaningful Difference

- Customers want to know where their money is going, and they want it to make a difference.
- Customers trust independent, third party verification above manufacturers' and retailers' claims.
- Green is not a value-added, but a customer expectation. The brand must offer value, be trustworthy and environmentally conscious.

People do business with those they know and trust.



## On-site Power Generation

- Part of a strategic energy management plan to...
  - Meet direct greenhouse gas reduction targets in preparation for future GHG regulation.
  - Meet financial goals: Protection against future conventional electricity price increases.
  - Demonstrate corporate responsibility and leadership.





# Thank you.

---

