Renewable Energy Markets 2010

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Laura M Thompson, PhD
Director, Technical Marketing and Sustainable Development
Global Capacity
Coated Paper Market (CFS and CGW)

Total Global Coated Capacity: 49.4 million tons

Source: EMGE, March 2010
Sappi’s Acquisition History

- **UK Operations**: 1990
- **Hannover Papier German #1**: 1992
- **SD Warren US #1**: 1994
- **KNP Leykam European #1**: 1997
- **Potlatch**: 2002
- **M-Real Graphic Paper**: 2008

*Includes coated woodfree, coated magazine, uncoated woodfree and coated speciality paper capacity.*
Environmental Responsibility
Operating sustainably, conserving natural resources and reducing our carbon footprint

Recent accomplishments:

+ The Cloquet Mill is certified by the Center for Resource Solutions as a Green-e® provider.

+ From 2004 to 2008, we reduced our water intake by 36% and reduced our solid waste to landfills by 51%.

+ Sappi Fine Paper North America joined the U.S. EPA’s SmartWay℠ Transport partnership to increase energy efficiency and reduce emissions and air pollution associated with freight delivery.

+ SFPNA is helping Maine landowners achieve third-party forest certification—SFPNA’s Sustainable Forestry Program, Time Inc. and Hearst Enterprises pilot project and Forest Stewardship Council group certification.
**Sappi Product and Brand Leadership**

**What we deliver**

+ Broadest range of high-quality printing papers
+ Among the most specified coated paper brands—McCoy, Opus, Somerset, Flo
+ Products available globally
+ Broadest choice of optical and tactile surfaces for every job and budget
+ A commitment to sustainable development

**What that means for you**

+ More design options and brand differentiation while balancing aesthetic and cost objectives
+ Greater market acceptance provides trusted products to your printers and designers and more inventory support for better service
+ More shade choices and surface offerings to enhance specific imagery requirements
+ Peace of mind
McCoy
Sheet and Web

Value Proposition:
When only the best-of-the-best will do, the best-of-the-best is McCoy

Features:
+ Enhanced Optics
+ Proprietary Silk Finish
+ Ultimate Tactile Experience
+ Premium Ingredients
+ Quality Assurance
+ Green-e® certified renewable energy
+ FSC, SFI® certified
McCoy. Opus. Flo.

All brands you trust.

All FSC, SFI® Chain of Custody, and Green-e® Certified

Now, all in Digital.
Printing on Sappi paper helps our customers lower their carbon footprint.

Energy & Emissions

The term carbon footprint is used to represent the amount of greenhouse gases generated by an activity. Industry studies have shown that paper manufacturing can be responsible for more than 70% of the carbon footprint for a printed piece. Therefore, as a customer, if you want to produce a publication with a lower carbon footprint, it is important that you select a paper manufactured with low carbon emissions. By selecting Sappi as your supplier for coated papers, you can be assured that you have chosen well. We are working hard to mitigate our environmental impact so that it has as little as possible.

Sappi’s North American coated fine paper mills have the lowest reported greenhouse gas emissions in our industry segment. In other words, we have the smallest carbon footprint amongst domestic competitors.

- We are extremely proud that more than 84% of all energy used in Sappi’s North American coated fine paper mills comes from renewable resources (whereas the U.S. national average is less than 10%).
- And our Cloquet Mill is certified by the Center for Resource Solutions as a Green-e Energy organization.
- Green-e is the nation’s leading, independent, third-party certification and verification program by Green-e Marketplace for renewable energy in the U.S., ensuring that strict environmental and consumer protection standards are met.
- Sappi’s North America has also joined the U.S. Environmental Protection Agency’s (EPA) SmartWay Transport Partnership—an innovative collaboration between the U.S. Environmental Protection Agency and the freight industry to reduce greenhouse gas emissions and improve air quality.
Marketing Collateral

Digital at a Glance

You know it. We know it. Digital technology is forever changing the printing landscape. It's faster and easier, and it's quickly making mass produced communications more targeted and personalized. Enter the new line-up of digital papers from Sappi. All specifically engineered to perform on the most common digital presses. And all a reflection of the quality and innovation you've come to expect from Sappi.

100% of the electricity used to manufacture McCoy is generated using Green-e certified renewable energy.

Sappi is a trademark of Sappi Limited. MCOY, OPUS and FLO are registered trademarks of Sappi Fine Paper North America.

100% of the electricity used to manufacture Opus 30 and Flo is generated using Green-e® certified renewable energy.
Green-e Marketplace re:print Program

Green-e Marketplace re:print certifies printers and paper lines that use renewable energy.

When your company produces print jobs like annual reports, company brochures, or newsletters, you can display the nationally recognized Green-e logo by choosing from the list of certified printer and paper manufacturers.
Paper Manufactured and Printed Using 100% Certified Renewable Electricity
TN #:10-xxxx-xxxx

The third number set corresponds to a unique paper line.
The second number set corresponds to a unique printer.
The first number set corresponds to the year of certification.
Thank you!

www.sappi.com/na