

What do all the logos mean?

There are lots of green and sustainable logos in use by the printing industry. But what do they all mean? Here you will find a brief guide to each green mark.

At plot IT we believe in providing products wherever we can that meet today's environmental considerations. Rather than supplying anonymous products in plain boxes with our name on the side, we instead supply branded medias from the worlds biggest manufacturers, who have already completed the PEFC Chain of Custody certification*. Whenever you see any of the following logos you will know that specific product meets your need to be green.

ECF



The Elemental Chlorine Free (ECF) process eliminates chlorine and hypo chemicals in the paper manufacturing process, making paper brighter, healthier and non-contaminating.

Chlorine, a bleaching agent, is used to make paper white. When the paper is bleached with elemental chlorine, byproducts such as chlorinated compounds, dioxins and furans are formed. However, improvements in technology have either eliminated the use of elemental chlorine through Elemental Chlorine Free (ECF) technology or reduced the amount of chlorinated compounds released into the environment.

TCF



Totally Chlorine Free (TCF) is reserved for virgin fiber papers. TCF certified paper does not use pulp produced with chlorine or chlorine containing compounds as bleaching agents.

The Totally Chlorine Free ecolabel indicates:

- No chlorine or chlorine compounds were used in the papermaking process.
- All virgin components need to be certified as total chlorine free and require a chain of custody for all fiber.
- The mill has no current or pending violations.
- The mill does not use old growth forest for any of the virgin pulp.



FSC

All FSC certified forests must comply with FSC's rules about how the forests should and should not be managed. When a forester decides to become FSC certified, he or she will make changes to comply with the relevant FSC requirements and become FSC certified. This is how FSC has a direct and permanent positive impact on the world's forests and the people living from, in and around the forest.



PEFC

The PEFC Council (Programme for the Endorsement of Forest Certification schemes) is an independent, non-profit, non-governmental organisation, founded in 1999 which promotes sustainably managed forests through independent third party certification. The PEFC provides an assurance mechanism to purchasers of wood and paper products that they are promoting the sustainable management of forests.

ISO 14001



ISO 14001 is the international specification for an environmental management system (EMS). It specifies requirements for establishing an environmental policy, determining environmental aspects and impacts of products/activities/services, planning environmental objectives and measurable targets, implementation and operation of programs to meet objectives and targets, checking and corrective action, and management review. ISO 14000 is similar to ISO 9000 quality management in that both pertain to the process (the comprehensive outcome of how a product is produced) rather than to the product itself. The overall idea is to establish an organized approach to systematically reduce the impact of the environmental aspects which an organization can control. Effective tools for the analysis of environmental aspects of an organization and for the generation of options for improvement are provided by the concept of Cleaner Production.

The Blue Angel



The Blue Angel is the first and most well-known eco-label worldwide. Since 1978 it has set the standard for eco-friendly products and services selected by an independent jury in line with defined criteria. The Blue Angel is awarded to companies as kind of a reward for their commitment to environmental protection. They use it to professionally promote their eco-friendly products in the market. The Blue Angel is an ecological beacon showing the consumer the way to the ecologically superior product and promotes environmentally conscious consumption.

EMAS



EMAS - the Eco-Management and Audit Scheme, is a voluntary initiative designed to improve companies' environmental performance.

Its aim is to recognise and reward those organisations that go beyond minimum legal compliance and continuously improve their environmental performance. In addition, it is a requirement of the scheme that participating organisations regularly produce a public environmental statement that reports on their environmental performance. It is this voluntary publication of environmental information, whose accuracy and reliability has been independently checked by an environmental verifier, that gives EMAS and those organisations that participate enhanced credibility and recognition.

The EU Ecolabel



The European Ecolabel is a voluntary scheme, established in 1992 to encourage businesses to market products and services that are kinder to the environment. Products and services awarded the Ecolabel carry the flower logo, allowing consumers - including public and private purchasers - to identify them easily. Today the EU Ecolabel covers a wide range of products and services, with further groups being continuously added. Product groups include cleaning products, appliances, paper products, textile and home and garden products, lubricants and services such as tourist accommodation.

While the logo may be simple, the environmental criteria behind it are tough, and only the very best products, which are kindest to the environment, are entitled to carry the EU Ecolabel.

Nordic Swan



The Nordic Swan or the Nordic Ecolabel is an eco-label applied, in the main, to papers produced by Scandinavian integrated pulp and paper mills that have particularly low sulphur emissions.