



Local Market Situation of Environmentally Preferable Printing Paper

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About Polytrade

- Setting up in 1977
- High quality fancy, coated and specialty paper from Europe and USA
- Environmentally friendly paper
- The first HK paper merchant awarding the FSC-COC certificate



Environmentally Friendly Paper in general

- Recycled materials
 - Pre and post consumer waste
 - Post industrial waste (e.g. bagasse)
- Environmentally Friendly making process
 - Chlorine Free
- Environmentally Friendly raw materials
 - RoHS
 - Bio-degradable
- Sustainable raw materials
 - Well-managed forestry
 - FSC



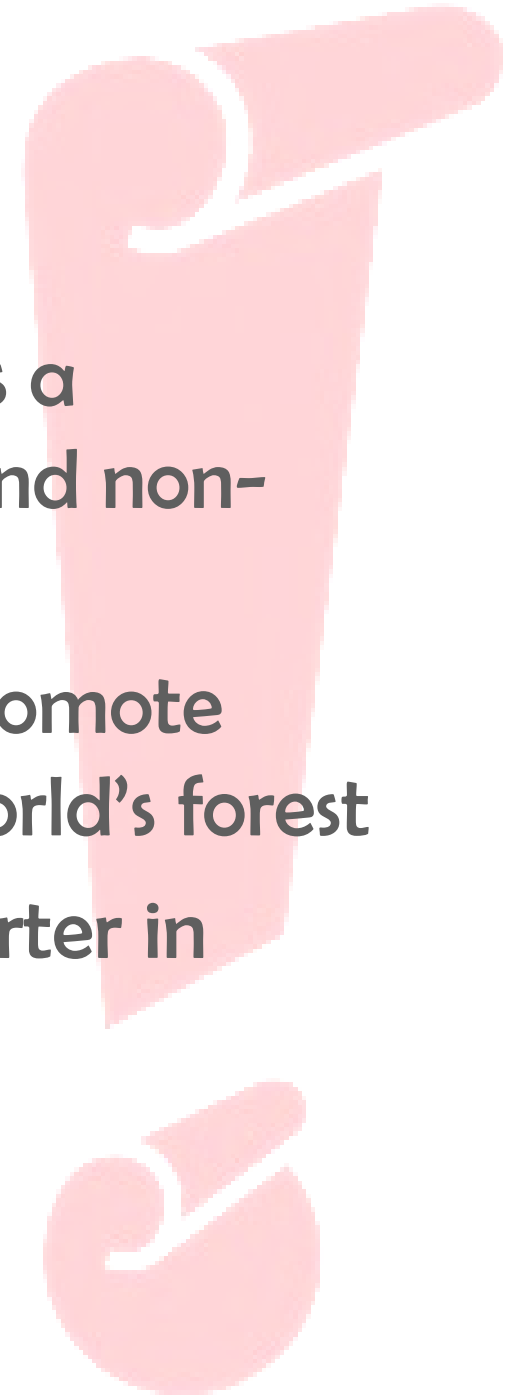
What is Recycled Paper?

- Recycled paper
 - Pre-consumer waste
 - Post-consumer waste
 - Percentage
 - Recycled Logos
- Recycled Recyclable



What is FSC?

- Forest Stewardship Council (FSC) is a independent, non-profit making and non-governmental organization
- It is an international network to promote responsible management of the world's forest
- It was set up in 1993 with headquarter in Bonn, Germany.



Two types of FSC certificates

1. Forest Management (FM) Certificate

- involves an inspection of the forest management unit by an independent FSC-accredited certification body to check that the forest products they produce come from a responsibly managed forest

2. Chain of Custody (COC) Certificate

- provides a guarantee about the production of FSC-certified products
- Chain of Custody is the path taken by raw materials from the forest to the consumer, including all successive stages of processing, transformation, manufacturing and distribution

FM & COC

- Forest owner (FM)
↓
- Paper Mills (COC)
↓
- Paper Merchants (COC)
↓
- Printers (COC)
↓
- End Users



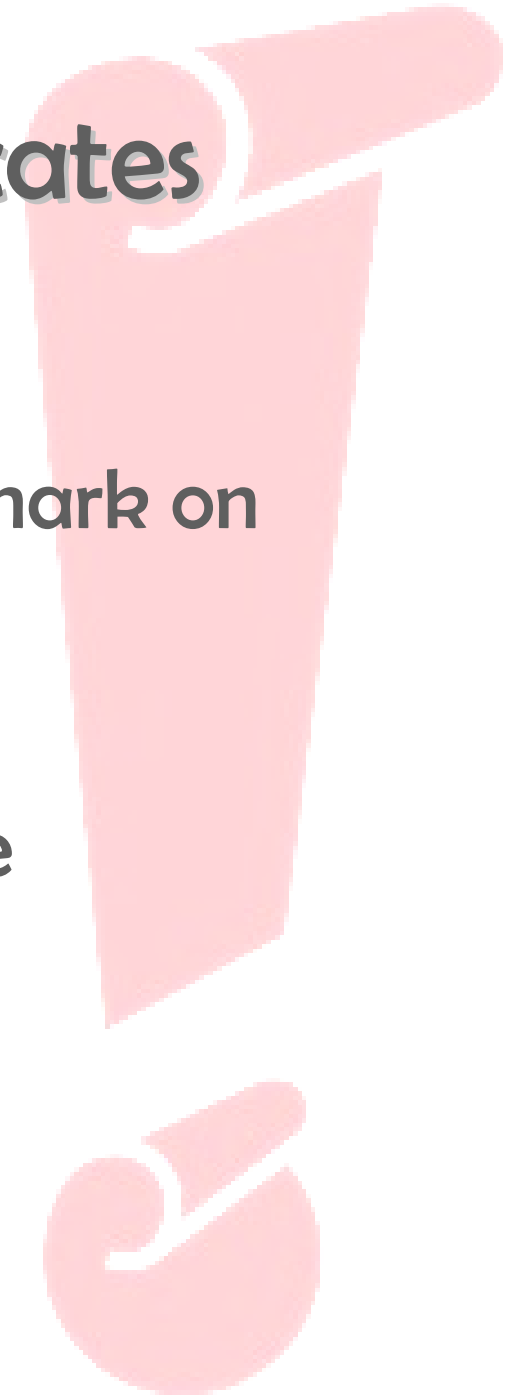
Requirement of COC certificates

- Documentation
- Staff training
- Purchasing
- Product labeling
- Product separation
- Sales
- Use of FSC logo



Benefits of COC certificates

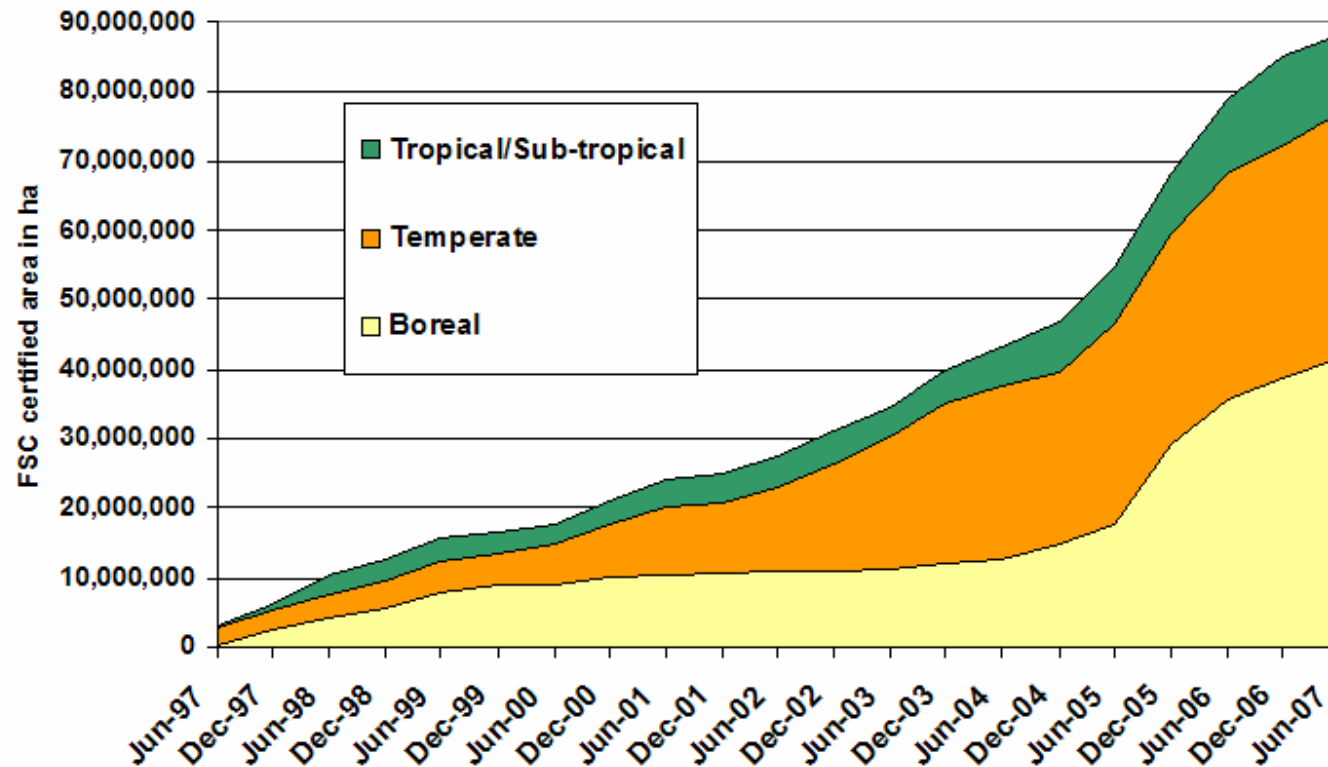
- International recognition
- Opportunity to use the FSC trademark on products
- Increase credibility
- Project a socially responsible image
- Improve product image
- More market opportunities



Some facts about FSC



Rate of increase of FSC endorsed forest over time
(Jun '97 – Jun '07)

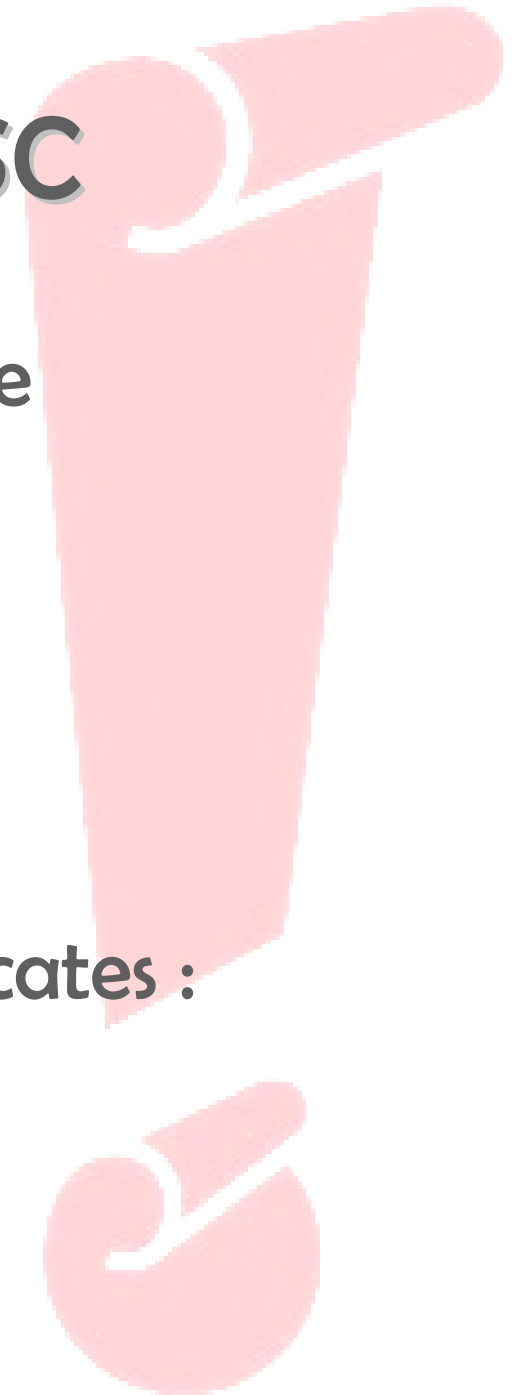


© FSC

Some facts about FSC

- Number of Cert. Holders worldwide
- 913 (FM & COC)
- China – 7 (FM)
- China – 365 (COC)
- HK – 89 (COC)
- Number of countries having certificates :
78 - (FM & COC)

(information based on Nov. 2007, source: www.fsc.org)



FSC logo

- Off-product logo



FSC

SGS-COC-2113

© 1996 Forest Stewardship Council A.C.

By buying products with
the FSC label you are
supporting the growth of
responsible forest
management worldwide

FSC logo

- On-product logo

	<p>100 %</p> <p>Products with a 100% FSC label come from forests certified as meeting the environmental and social standards of the Forest Stewardship Council (FSC).</p>
	<p>Recycled</p> <p>Products with an FSC Recycled label support re-use of forest resources and use only post-consumer reclaimed material in accordance with FSC standards.</p> <p>Post-consumer reclaimed material includes wood and/or wood fiber that has been reclaimed from a product after that product has been used for its intended end-use purpose by individuals or businesses.</p>
	<p>Mixed Sources</p> <p>* There are five variations of the FSC "Mixed Sources" label. For more information please refer to www.fsc.org</p>  <p>Products with a Mixed Sources label* support the development of responsible forest management worldwide. The wood comes from FSC-certified well managed forests, company controlled sources and/or post-consumer reclaimed material.</p>
	<p>At least 70% of the material used in the production is FSC-certified and recycled. If less than 70% is used, only a proportion equivalent to the FSC-certified and recycled input can be labeled.</p> <p>Controlled wood is not FSC-certified material, but is controlled by the company to avoid:</p> <ol style="list-style-type: none"> Wood from forest areas where traditional or civil rights are violated; Wood from forests where high conservation values are threatened; Wood from genetically modified (GM) trees; Illegally harvested wood; Wood from natural forests which have been converted to plantations or other non-forest use. <p>The recycling symbol identifies post-consumer reclaimed content in these products.</p>

Reference Link


www.fsc.org

網址 http://www.fsc.org/en/ 移至

 **FSC** FOREST STEWARDSHIP COUNCIL
Because forests matter ESPAÑOL ▶

WHAT IS FSC?

- About FSC
- Governance
- Accreditation
- Policy & Standards
- FSC's Case Studies
- Document Center
- Contact FSC



FSC is an international not-for-profit membership-based organization that brings people together to find solutions to the problems created by bad forestry practices and to reward good forest management.
[Find out more>](#)

WORK IN PROGRESS

- Plantations Review
- Documents Under Public Consultation
- Pesticides Review

WHAT'S NEW

- FSC News
 - **FSC Renews Commitment to Leadership - New Global Strategy launched**
 - **First FSC Labeled Liquid and Food Carton**
 - **Beyond Legality - Exploring Synergies Between FSC and FLEGT**
- FSC Certificates
- Jobs & Internships

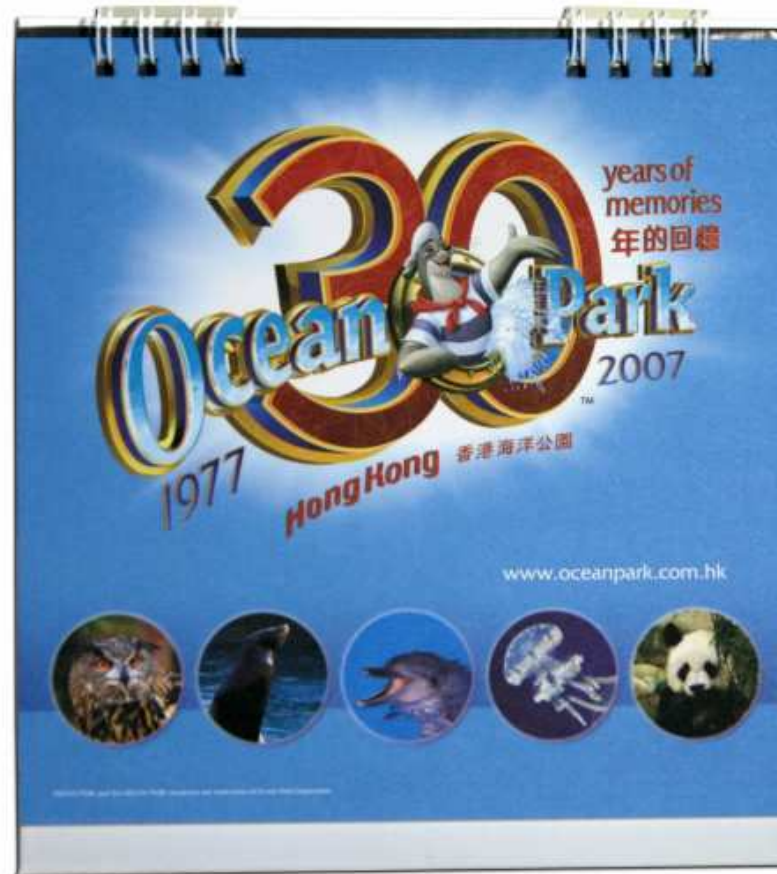
GET INVOLVED

- Become a Member
- Become FSC Certified
- Search for FSC Certificates
- Use of the FSC Trademark
- Support FSC
- FSC Market Forums
- Buy & Sell FSC Products
- **Our Sponsors**

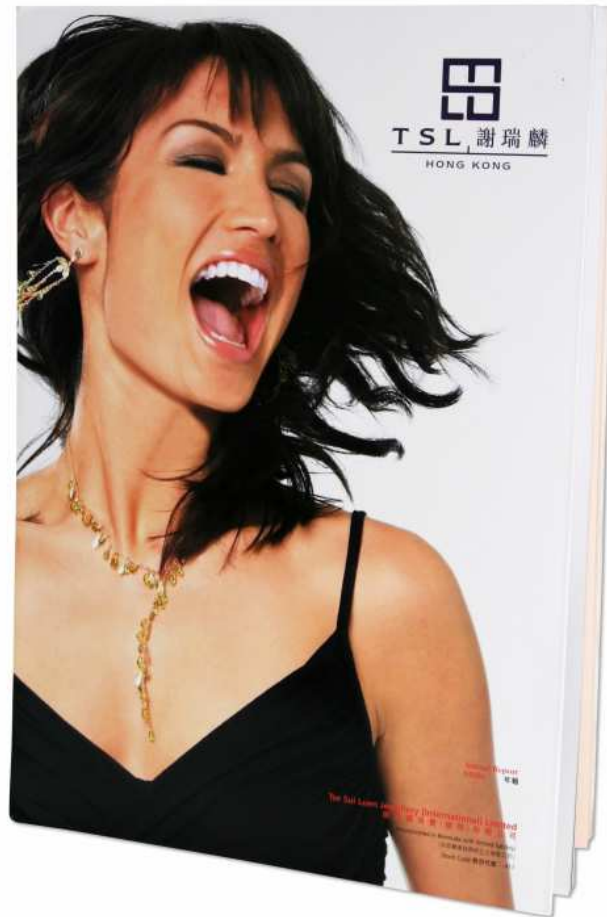
References



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Polytrade Paper Website

www.polytrade-paper.com.hk

The screenshot shows the Polytrade Paper website interface. The browser address bar displays <http://polytrade-paper.com.hk/>. The website header features the Polytrade Paper logo (a red exclamation mark) and the text "Polytrade Paper Corporation Limited" and "友邦洋紙有限公司". A navigation menu includes "Products", "Paper Sample", "Environmental Knowledge", "Private Watermark", and "Paper Knowledge". A secondary menu lists "About Polytrade", "Awards & Recognitions", "What's New", "Client's Work", "Contest", and "Sales Promotion".

The main content area is divided into several sections:

- Product Search:** Includes a search box labeled "Search by keyword", dropdown menus for "Any Environmental Features" and "Any GSM", a "Search" button, and a "Paper Order" button. Below these is the text "We accept purchasing card".
- What's New:** A section titled "What's New" with a list of recent events:
 - "2006 Gilbert Outstanding Design Awards" Presentation Ceremony** (2007/4/26): The above presentation ceremony was held at FINDS restaurant at Central on April 26. Over 100 guests attended and they included the award winning designers, printers as well as principals, lecturers and award winning students from multiple design schools. [...more](#)
 - Tokyo Type Directors Club (TDC) exhibition** (2006/11/5): Lasting for a month, the Tokyo Type Directors Club (TDC) has come to an end on Nov. 5. As one of the highlights of the exhibition, we were invited to present a workshop on Oct. 28...[more](#)
 - New Product - Greenery FSC & Recycled paper** (2006/8/8): "Greenery FSC & Recycled Paper" is an environmentally friendly paper from Austria which is not only FSC certified, but also contains 70%...
- Other Content:** A banner for "Polytrade Paper - Your Perfect Choice since 1977" with a "Contact Us" link and language options (English, 繁體, 簡體). A section titled "The 1st FSC-COC certified paper merchant in Hong Kong. 10 FSC certified products." features the FSC logo (SGS-COC-2113) and a photo of a group of people at a "GILBERT TOUR '97 FEATURING RICK VALICENTI" event.

The End

Thank You!

