

# Blue Angel-certified recycled paper

Even in the digital age, paper is still and will continue to be a crucial means of communication. The annual paper consumption in Germany alone adds up to 20 million tons. Thus, there is a strong need for action to use paper which is as eco-friendly as possible.

## Why to opt for the Blue Angel

Among all labels for paper, the Blue Angel sets the **highest environmental standards** and is therefore the best choice for consumers and purchasers from an ecological point of view. This also becomes apparent in a joint statement by the German Federal Ministry for the Environment, the German Environment Agency, FSC Germany and other organizations.

### Only the Blue Angel ecolabel stands for:

- use of 100% paper fibers from recovered paper; 65% thereof medium and lower quality
- exclusion of chlorine, optical brighteners, halogenated bleaching agents and other harmful chemicals during the process of production
- maximum ecological savings during production
- highest quality thanks to compliance with DIN standards, for example DIN EN 12281 and DIN 6738.

In addition to implying the use of recovered paper, the Blue Angel ecolabel also takes other aspects into account, such as **health and ecology** in the process of production as well as the paper's **usability**. In contrast, the FSC label focuses on the origin of the raw materials and does not define ecological criteria regarding the process of production. Other ecolabels, for instance the Nordic Swan or the EU ecolabel, only refer to selected parameters and can also apply to virgin fiber paper.

## Degrees of brightness

Paper with a degree of brightness of 80 or less is generally more **cost-efficient** than virgin fiber pa-

per. In addition to cutting costs, paper with a low degree of brightness contributes to a well-working **circular economy** since it contains a high amount of medium and lower quality recovered paper. High degrees of brightness, to the contrary, can only be realized by using so-called high quality recovered paper, for example blank paper, which has a very limited market. In the production of recycled paper which does not comply with the Blue Angel's requirements, optical brighteners are used in order to achieve high degrees of brightness.

## Ecological benefits

Using recycled paper is a particularly simple and efficient step in order to help protecting natural resources. The manufacturing process for these products saves around 70% **water** and 60% **energy** as well as carbon dioxide emissions in comparison to the production of virgin fiber paper. Moreover, using recovered paper as a material contributes to the preservation of **forests**.

### Savings of Blue Angel-certified paper:



## Highest quality

The DIN EN 12281 standard guarantees the usability of paper for all kinds of printouts (black and white copies as well as color copies) in any copier or printer. Fifteen leading imaging equipment companies have signed a Voluntary Agreement to the European Commission in which they confirm that recycled paper can be used with all of their devices without any constraint. All kinds of Blue angel-certified graphic paper belong to the highest lifespan class according to the DIN 6738 standard. Therefore, they are non-restrictively suitable for storage as well as for official documents. Numerous public authorities and companies have been using and storing recycled paper for more than 40 years without any quality loss.