



**CARBON
REDUCTION
INSTITUTE**

Carbon Reduction Institute Case Study



OfficeMax®

The Environmental Impact of Paper:

Organisations around the globe are becoming more focussed on reducing their environmental impact. Common strategies include reducing their waste, use of plastics, energy and fuel consumption, and paper usage. Of course, many organisations that want to reduce their environmental impact also need to consume paper in their day to day activities.

The production of paper creates emissions that contribute to human-induced climate change. For every tonne of carbon neutral copy paper sold by OfficeMax New Zealand 3.3475 tonnes of CO₂e equivalent gases are created and enter the atmosphere. These greenhouse gases are generated throughout the lifecycle of paper including raw material extraction, processing and transportation, production, storage, freight, use and end of life disposal.

The Solution:

For organisations that want to eliminate the global warming impact relating to their copy paper consumption; OfficeMax New Zealand has the solution through their range of A3 & A4 Carbon Neutral Multipurpose Copy Paper. For every tonne of carbon neutral copy paper sold, Office Max New Zealand purchase 3.34 carbon credits in the China Wind Project. The purchase of carbon credits encourage investment in renewable energy in the developing and third world, reduce overall emissions and help fund the transition to a global low carbon economy.

Through independent certification, OfficeMax New Zealand customers can be assured that when they purchase OfficeMax A3 & A4 Carbon Neutral Multipurpose Copy Paper, they are purchasing a product that is true to label and meets the highest international standards.

OfficeMax New Zealand Environmental Action:

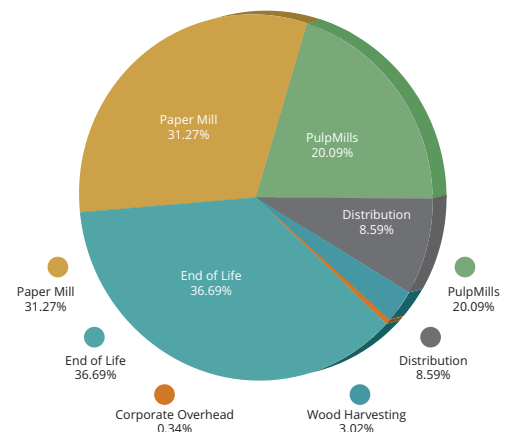
OfficeMax A3 & A4 Carbon Neutral Multipurpose Plus Copy Paper have been certified as carbon neutral by the Carbon Reduction Institute (CRI) under the NoCO₂ Program since the 1st October 2014. OfficeMax o New Zealand and their customers have offset a total of 161,189 tCO₂e of emissions, as at 30th September 2021: the equivalent of avoiding the burning of 71,370.08 tonnes of coal or taking 45,612 cars off the road.

Carbon Neutral Product Certification

Products displaying the Carbon Reduction Institute Carbon Neutral Product logo have been certified by the Carbon Reduction Institute by undertaking the following process:

1. Commissioning a Life Cycle Assessment (LCA) from Carbon Reduction Institute to measure the carbon footprint of their products.
2. Committing to ongoing auditing and offsetting of their products including reporting unit sales to Carbon Reduction Institute on a quarterly basis.

Emissions by Source:



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