

**SCA TISSUE NORTH AMERICA**

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## SCA Named Second Greenest Company on Earth

*Only wind turbine manufacturer ranks ahead of SCA Tissue parent company in eco-friendliness*

SCA, the global parent of SCA Tissue North America, has been ranked as the second most environmentally friendly company in the world.

The ranking was conducted by *The Independent*, a major British newspaper, in conjunction with Ethical Investment Research Services (EIRIS), a leading non-profit provider of independent research into the social, environmental and ethical performance of more than 2,800 companies worldwide.

SCA was the only paper manufacturer included in the top rankings and was surpassed only by Vestas Wind Systems, a Danish company that is the leading manufacturer of wind turbines in the world.

Rankings were based on a wide range of objective criteria, including business practices, environmental improvement initiatives, use of renewable energies and materials, and waste reduction and management.

In announcing the rankings on June 1, *The Independent* reported:

*“The Swedish company SCA makes everything from nappies, sanitary towels and tissues to packaging, papers and pulp. It is Europe’s largest private forest owner, all of which is managed to FSC (Forest Stewardship Council) standard and all wood supplied to its mills to produce papers must meet FSC criteria. In addition, the company has a commitment to use a high proportion of recycled fibre in its tissue products. It has clear policies on avoiding illegal logging and others covering water emissions, it is replacing oil and coal with some carbon neutral fuels, such as wood residue and biofuels. SCA also has high rates of waste recovery.”*

SCA, a \$13 billion global company that is based in Sweden, has a longstanding reputation for leading the way in socially and environmentally responsible practices.

For the past two years, WWF, one of the world’s largest independent conservation organizations with a global network active in more than 100 countries, ranked SCA Tissue Europe first among the five major European tissue manufacturers across a range of environmental criteria, including levels of recycled content, wood sourcing practices, pollution control and transparency in operations.

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## **SCA Global Green/ADD ONE**

Of the five companies evaluated, only SCA received a green rating in 2006 from WWF and only SCA showed major improvement in the WWF assessment from 2005, when it also received the highest score.

SCA also is a selected member of the 2006 Dow Jones Sustainability Index STOXX and other environmentally friendly investment funds.

SCA Tissue North America, which is headquartered in Neenah, Wisconsin, shares a corporate culture of environmental stewardship and sustainable business practices with its parent company.

SCA Tissue was the first tissue manufacturer to earn EcoLogo<sup>M</sup> certification for meeting the rigorous, holistic standards of the Environmental Choice<sup>M</sup> Program, North America's leading and largest benchmark of environmentally friendly products and services. EcoLogo certification means SCA Tissue's products meet strict criteria at every stage of the manufacturing process as measured by resource and energy consumption, effluent discharge and net solid waste.

From its use of recycled raw materials and a "mill of origin" program that cuts transportation fuel usage to its process chlorine-free bleaching fiber treatment, industry-leading water conservation initiatives and innovative dispensing systems that reduce paper consumption, SCA Tissue is recognized as an environmental leader in North America. More information on SCA and SCA Tissue is available at [www.scatissue.com](http://www.scatissue.com).

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