

Sappi is Sponsoring WeForest Charity Project at Labelexpo 2015

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 Sappi demonstrates its continued commitment to environmental sustainability by encouraging customers to help it support charity WeForest at Labelexpo Europe, 29 September to 2 October 2015, Brussels Expo.

Postcard invitations encouraging customers to visit Sappi's stand 5E17 at Labelexpo Europe include a sticker. For every sticker placed on a special wall at the show, Sappi will increase its sponsorship of WeForest to plant new trees. WeForest is an international non-profit organization whose mission is to create and promote a pioneer movement in large-scale sustainable reforestation to halt global warming.

Funds raised by Sappi's WeForest sponsorship during Labelexpo Europe will go to the Khasi Hills restoration project in India, a subtropical forest area that is designated as one of the most biodiverse and unique habitats of the Indian subcontinent bioregion. "Sappi's contribution will enable us to plant 4000 trees in India," said Jeannette Van Bodegraven of WeForest. "This is a great project that helps local women earn a living in addition to its contribution to the improvement of regional environmental conditions by increasing native forest cover."

"At Sappi, we have chosen to be eco-effective by integrating our approach to business and the environment. This is part of our commitment to the three Ps - People, Planet and Prosperity," explains Gunnar Sieber, Product Group Manager Release Liner at Sappi Speciality Papers. "For people, we aim to add to the wellbeing, safety and health of employees and communities. For the planet, we are always looking for ways to contribute to a world of biodiversity, renewable energy and environmental care. And for prosperity, we focus on long-term profitability and customer satisfaction through innovation and ethical conduct. This means that we concentrate on being effective in an efficient way, minimising our impact on the environment and meeting our stakeholder requirements around the world. Supporting WeForest, we believe, touches on every one of the three Ps."

Committed Environmental Mindfulness

Eco-effectiveness is central to Sappi Europe's environmental approach with everyone in the organisation committing to sustainability, combining ecology and economy, building on everyday initiatives and optimising the use of natural resources.

Sappi is also registered with the EMAS (European Eco-Management and Audit Scheme) and is a pioneer in Chain-of-Custody Certification for its entire European operation under both the Forest Stewardship Council (FSC®) and the Programme for the Endorsement of Forest Certification (PEFC™). Sappi promotes credible forest certification within its fibre supply chain and monitors the origin of wood fibres and pulp. As a result, it finances and supports sustainable forest management.

More info:
www.sappi.com