

Carbon Balanced Paper

NORTH AMERICA

**Offset carbon impacts.
Save threatened habitat.
Enhance your brand.**

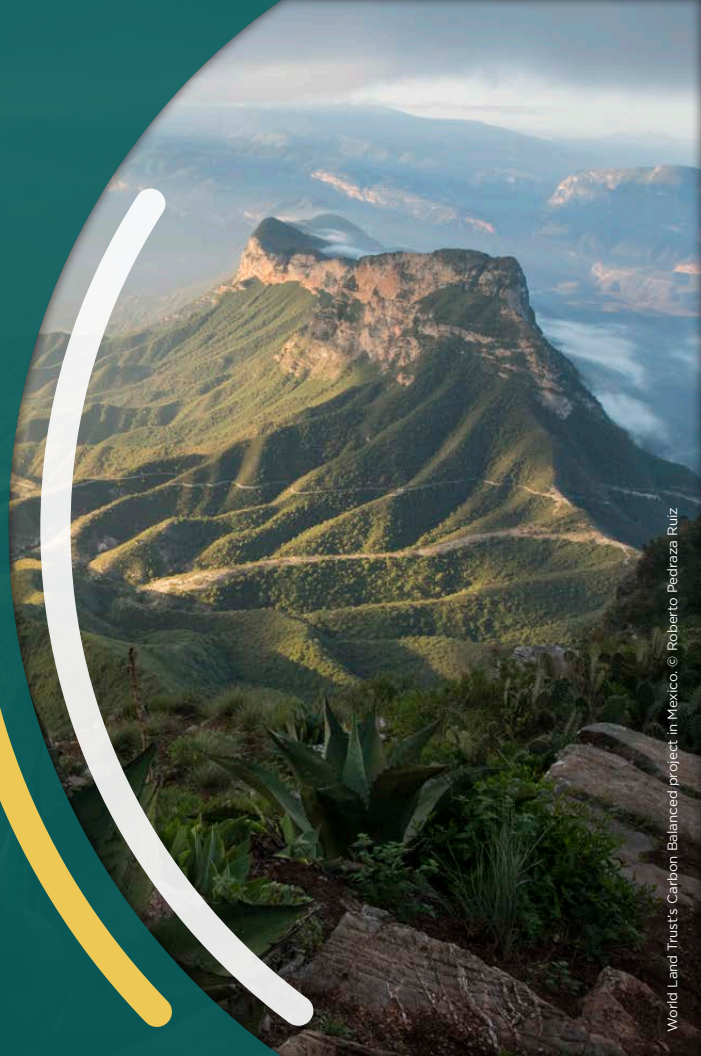


WORLD
LAND
TRUST™

www.carbonbalancedpaperna.com



WCP SOLUTIONS
PAPER | PACKAGING | JANSAFETY | EQUIPMENT



What is Carbon Balanced Paper?

Carbon Balanced Paper, already being proudly used by thousands of organizations globally, is now available on any paper product manufactured in North America.

A paper or paper-based packaging becomes Carbon Balanced when the average emissions associated with its production are offset by the global conservation charity World Land trust (WLT).

WLT achieves this by protecting threatened habitats that would otherwise have been lost, avoiding the release of stored carbon. This also enables the regeneration of degraded habitats, which gradually re-absorb atmospheric CO₂.

These habitats are being destroyed or degraded at an unprecedented rate, releasing stored carbon into the atmosphere and contributing to between 10 and 20% of global greenhouse gas emissions.



Learn more at www.carbonbalancedpaperna.com





The river Nangaritza valley, World Land Trust's Carbon Balanced Project in Ecuador.
© NCE/Fabian Rodas

Why is this important?

Taking positive action and choosing Carbon Balanced Paper helps combat global warming and helps achieve your corporate social responsibility goals.

Businesses, governments and the public sector, along with customers, employees and stakeholders are increasingly focused on reducing their environmental impacts.

Carbon Balanced Paper is a simple choice that will reduce the carbon impact of your paper, paper-based packaging and printed communications, quantifying the amount of CO₂e balanced and the area of high conservation value land preserved.



66% of global consumers say they are willing to pay more for sustainable brands

Nielsen



57% of young people in the US say they would be more loyal to a brand that was reducing its carbon footprint

Carbon Trust

World Land Trust



WORLD
LAND
TRUST

World Land Trust is an international conservation charity that protects the world's most biologically significant and threatened habitats acre by acre.

Since its foundation in 1989, WLT and its project partners have been instrumental in the purchase and protection of more than 2,000,000 acres of tropical forest and threatened habitats in 25 countries.

WLT's patrons include Sir David Attenborough and Dr Gerard Bertrand, WLT's Honorary President and ex-science advisor in the Executive Offices of Presidents Nixon, Ford and Carter.

The money that is given to the World Land Trust, in my estimation, has more effect on the wild world than almost anything I can think of.

Sir David Attenborough, WLT Patron



Dr Gerard Bertrand, World Land Trust's Honorary President, was a co-founder of the charity in 1989.



Learn more at www.worldlandtrust.org

World Land Trust's Carbon Balanced project in Xilitla, Mexico.
© Roberto Pedraza Ruiz

Making a real difference

Choosing Carbon Balanced Paper helps fund World Land Trust's ecosystem protection and restoration projects in Vietnam, Mexico, Ecuador and Guatemala.

Forests are the lungs of the Earth, producing 30% of our oxygen. Forests also provide habitat for 80% of amphibian species, 75% of bird species and 68% of mammal species. Yet, since 1990, it is estimated that 420 million hectares of forest have been lost—that's almost half the area of the entire United States!¹

Contributions to the Carbon Balanced program are used to protect land from deforestation and degradation, ensuring carbon remains locked-up within these invaluable ecosystems and their trees can continue to absorb CO₂.

Protecting existing forests is World Land Trust's preferred approach for biodiversity conservation. Where appropriate, this technique is supplemented by planting native trees in areas of cleared land and removing invasive plant species.

All of World Land Trust's forest protection and restoration projects have measurable, long-term local community benefits, a positive climate impact and significant biodiversity conservation value.



The Sunda Pangolin, Red-shanked Douc, and Asiatic Bear are just some of the threatened species found in WLT's Carbon Balanced projects

¹ FAO, 2020; The World Bank, 2020
(USA is 915 million hectares in area)



Learn more at www.carbonbalancedpaper.com/WLT-projects

Demonstrating your commitment

Choosing Carbon Balanced Paper will reduce your carbon impact, protect threatened species and enhance your brand.

The World Land Trust Carbon Balanced Paper logo can be proudly featured on your printed products to demonstrate and communicate your commitment to reduce your carbon impact.



www.carbonbalancedpaperma.com
CBPNA001234



Users of Carbon Balanced Paper will also receive a certificate to highlight the amount of CO₂e balanced and the area of land protected as a result of their positive action.

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The Carbon Balanced Paper logo is a registered trademark of World Land Trust. It can only be used with express permission and only on products that have been offset with World Land Trust.

CERTIFICATE

THIS IS TO CERTIFY THAT

By using Carbon Balanced Paper for Spring Catalog 2022

Brand Inc.

has balanced (offset)

2,780 lb of CO₂

This will enable World Land Trust to protect and restore the equivalent of

2,592 sq. ft of threatened tropical forest

Issued on 01/01/2022 – Certificate No. CBPNA001234

Presented by World Land Trust

World Land Trust offsets emissions through the protection and restoration of carbon-rich wildlife habitats in the tropics. Forest area is based on the average carbon benefit of 1 sq. ft of forest within WLT's project areas over a 20-year lifetime. For more information about the ecological benefits of the Carbon Balanced program, please visit: www.carbonbalancedpaperma.com

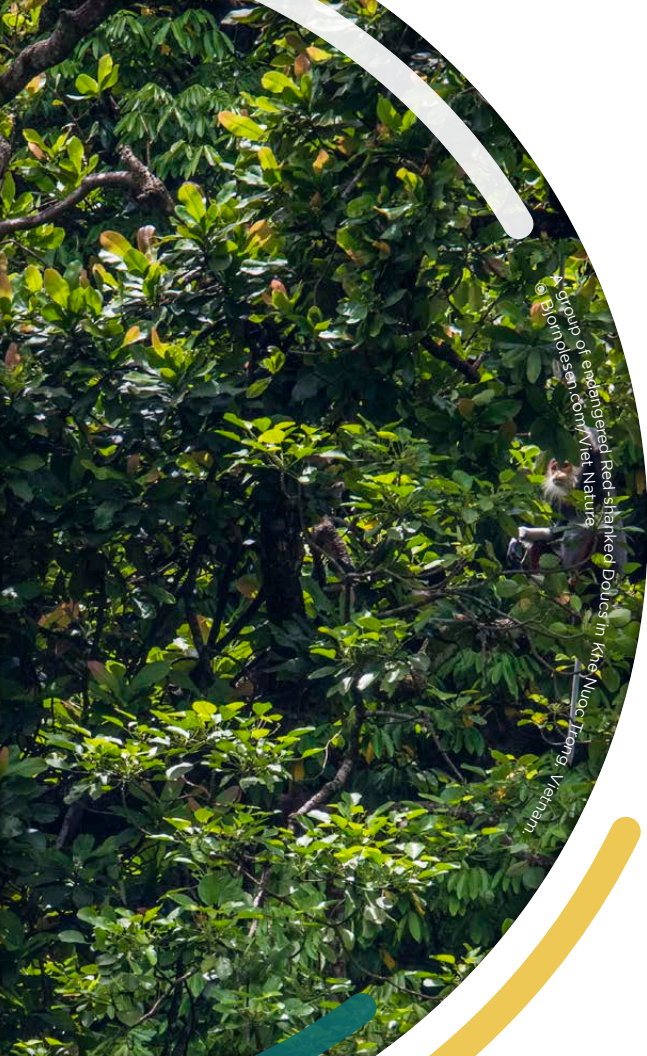


Catherine Barnard

DR. CATHERINE BARNARD,
CHIEF EXECUTIVE, WORLD LAND TRUST



Proudly demonstrate your commitment with a World Land Trust certificates and logos



Carbon Balanced Paper with WCP Solutions



At the heart of our culture is exceptional customer service with a strong desire to develop long-lasting partnerships with both our customers and suppliers. It's our goal to be the first call for our customers and the wholesale partner they trust to do what's right for them by providing innovative products, services, solutions for their businesses.

WCP Solutions is a West Coast paper merchant and wholesale provider of packaging, facility, foodservice, and equipment services and solutions. WCP is a privately owned, third-generation business serving businesses in Washington, Oregon, Northern California, Idaho, Montana, and Alaska. Founded in 1930.

Contact WCP Solutions today and choose Carbon Balanced Paper for your next project.



877-398-3030



www.wcpsolutions.com



carbonbalancedpaper@wcpolutions.com

275,000
tons

of CO₂ have so far been offset through the Carbon Balanced Program.

5,000
businesses

have already taken positive action by choosing Carbon Balanced Paper.

65,000
acres

of World Land Trust's Carbon Balanced projects in Vietnam, Mexico and Ecuador.



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