

# CARBON BALANCED PAPER

NORTH AMERICA

OFFSET CARBON.  
PROTECT SPECIES.  
ENHANCE YOUR BRAND.



WORLD  
LAND  
TRUST™

[www.carbonbalancedpaperna.com](http://www.carbonbalancedpaperna.com)



**WCP SOLUTIONS**  
PAPER | PACKAGING | JANSAAN | EQUIPMENT



# WHAT IS CARBON BALANCED PAPER?

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

A paper becomes Carbon Balanced when the average emissions associated with its production are offset by 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 CO<sub>2</sub>.

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](http://www.carbonbalancedpaperna.com)





# WHY IS THIS IMPORTANT?

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

Businesses, governments and the public sector, along with your 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 and printed communications, quantifying the amount of CO<sub>2</sub>e balanced and the area of high conservation value land preserved.

**66% of global consumers say they're willing to pay more for sustainable brands**

Source: Nielsen



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

Source: Carbon Trust



# ABOUT WORLD LAND TRUST



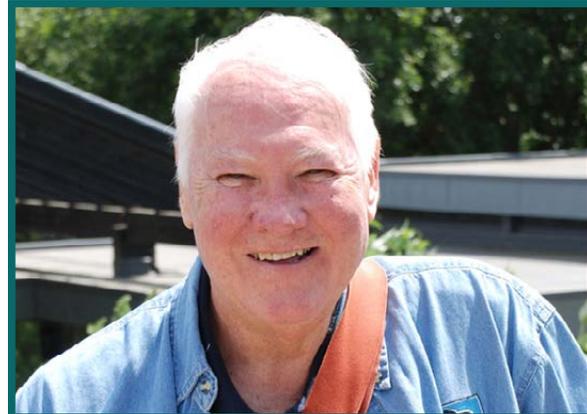
**World Land Trust is an international conservation charity that protects the world's most biologically significant and threatened habitats acre by acre.**

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 and has been actively involved ever since.



Learn more at [www.worldlandtrust.org](http://www.worldlandtrust.org)



Protecting species: The Sunda Pangolin, Red-shanked Douc, and Vietnam Pheasant are all classified as Critically Endangered



Khe Nuoc Trong in Vietnam, one of the most biologically diverse countries on Earth

## MAKING A REAL DIFFERENCE

**Carbon Balanced Paper supports World Land Trust projects in Vietnam, one of the most biologically diverse countries on Earth and an area of international conservation importance.**

Vietnam is one of the fastest growing economies in the world, which is putting immense pressure on its exceptional biodiversity.

WLT is working with local partner Viet Nature to protect the forest of Khe Nuoc Trong (KNT), an area covering over 50,000 acres. By protecting and aiding the recovery of the forest, approximately 50,000 tonnes of carbon dioxide emissions will be absorbed each year.

This area of Vietnam is home to exceptionally rare and threatened wildlife, with many species found nowhere else on earth.

KNT contains a number of threatened species listed on the IUCN Red List, including at least 4 Critically Endangered, 6 Endangered and 16 Vulnerable species.



Learn more at [www.carbonbalancedpaper.com/projects](http://www.carbonbalancedpaper.com/projects)

# DEMONSTRATING YOUR COMMITMENT

**Choosing Carbon Balanced Paper will reduce your carbon impact, protect endangered 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](http://www.carbonbalancedpaperma.com)  
CBPNA001234



You will also receive a certificate to highlight the amount of CO<sub>2</sub>e balanced and the area of land protected as a result of your 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 on paper which has been offset with World Land Trust.

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## CERTIFICATE

This is to certify that

by using Carbon Balanced Paper for "January Print Campaign"

**Brand Inc.**

has balanced through World Land Trust the equivalent of

**2,780 lb of CO<sub>2</sub>**

This will enable World Land Trust to protect

**9,508 sq. ft of critically threatened tropical forest**

Issued on 01/01/2021 — Certificate No. CBPNA001234

**Presented By WCP Solutions**

World Land Trust offsets emissions through the protection and restoration of carbon-rich wildlife habitats in the tropics. For more information about the ecological benefits of the Carbon Balanced programme, please visit [www.carbonbalancedpaperma.com](http://www.carbonbalancedpaperma.com)



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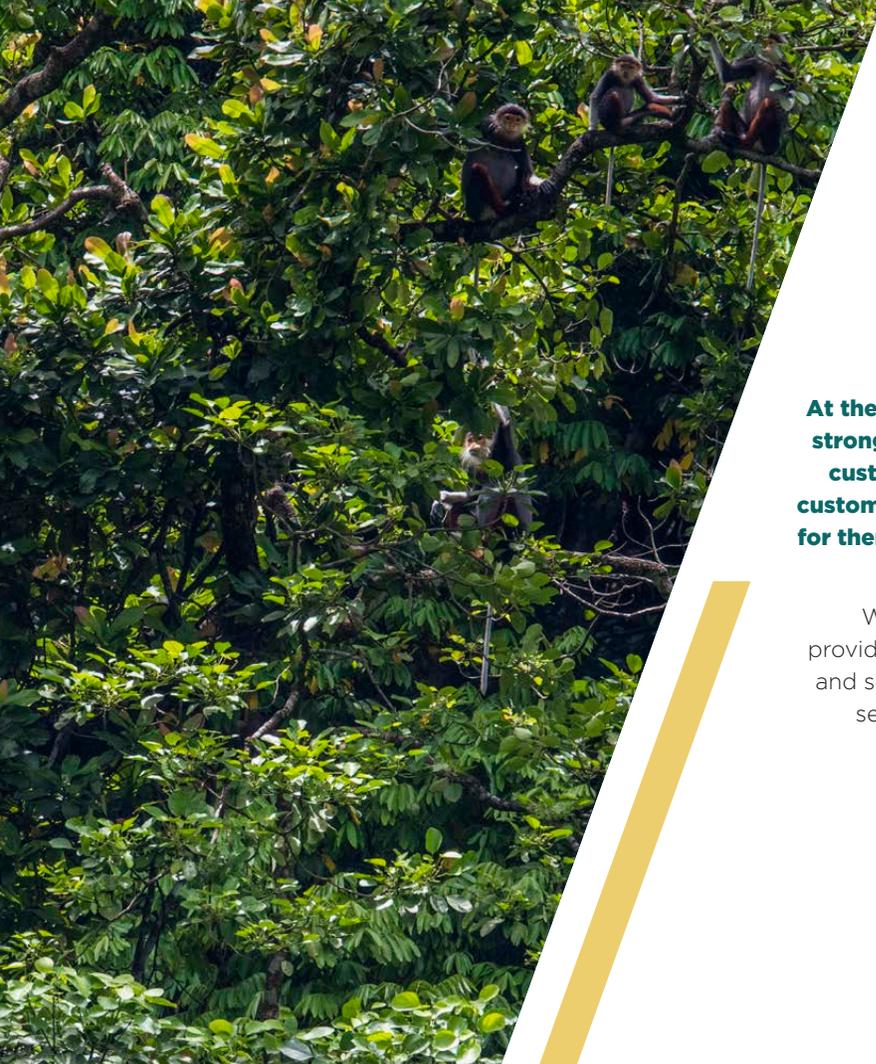
*J. Barnard*

Dr JONATHAN BARNARD,  
Chief Executive, World Land Trust



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[www.worldlandtrust.org](http://www.worldlandtrust.org)

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



# CARBON BALANCE 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 us today and choose  
Carbon Balanced Paper for your next project.**



[wcp solutions.com](https://www.wcpsolutions.com)



877-398-3030



[carbonbalancedpaper@wcp solutions.com](mailto:carbonbalancedpaper@wcp solutions.com)

# A SIMPLE WAY TO BALANCE THE CARBON EMISSIONS OF YOUR PAPER AND PRINTED COMMUNICATIONS

**190,000  
TONNES**

of CO<sub>2</sub> have been Carbon Balanced, the equivalent of taking over 41,000 cars off the road for a year.

**3,000  
BUSINESSES**

have taken positive action by using Carbon Balanced Paper and Print.

**19,000 ACRES**

of threatened forest have been protected, which is equivalent to 15,000 NFL football fields.



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

877-398-3030

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