

# Carbon Balanced Paper

NORTH AMERICA

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

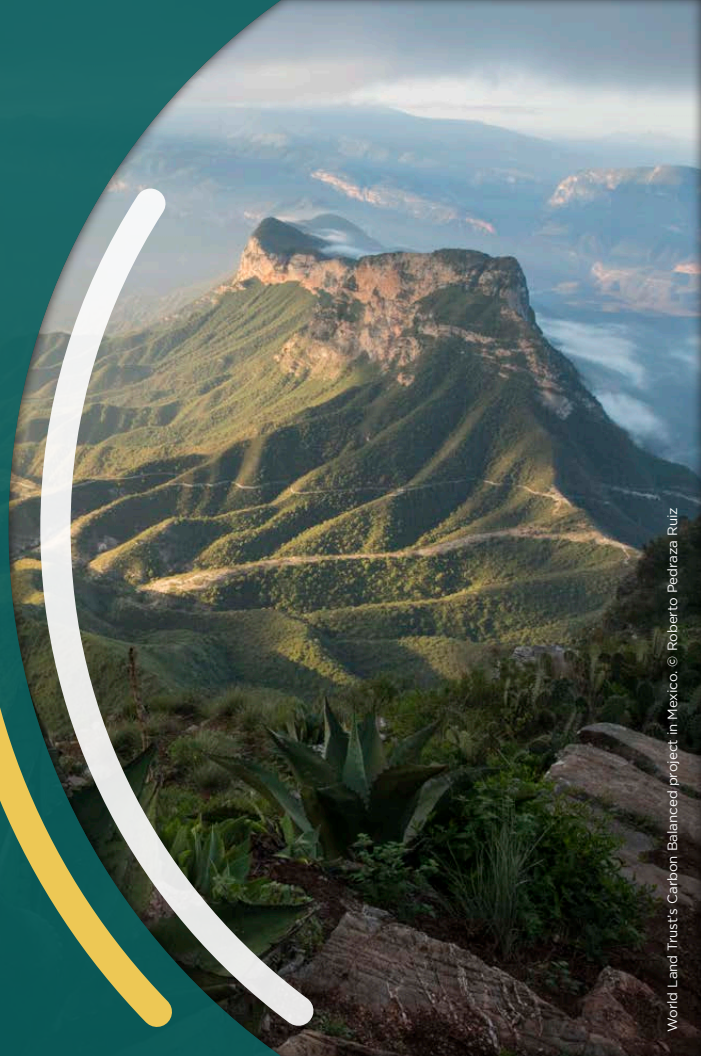


WORLD  
LAND  
TRUST™

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



**WCP SOLUTIONS**  
PAPER • PACKAGING • JANSAN • 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 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 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 CO<sub>2</sub>e 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



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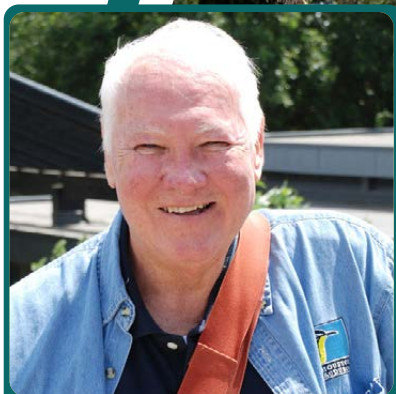
**World Land Trust is an international conservation charity that protects the world's most biologically significant and threatened habitats acre by acre.**

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](http://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.<sup>1</sup>



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

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 CO<sub>2</sub>.

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.

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

# 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](http://www.carbonbalancedpaperma.com)  
CBPNA001234



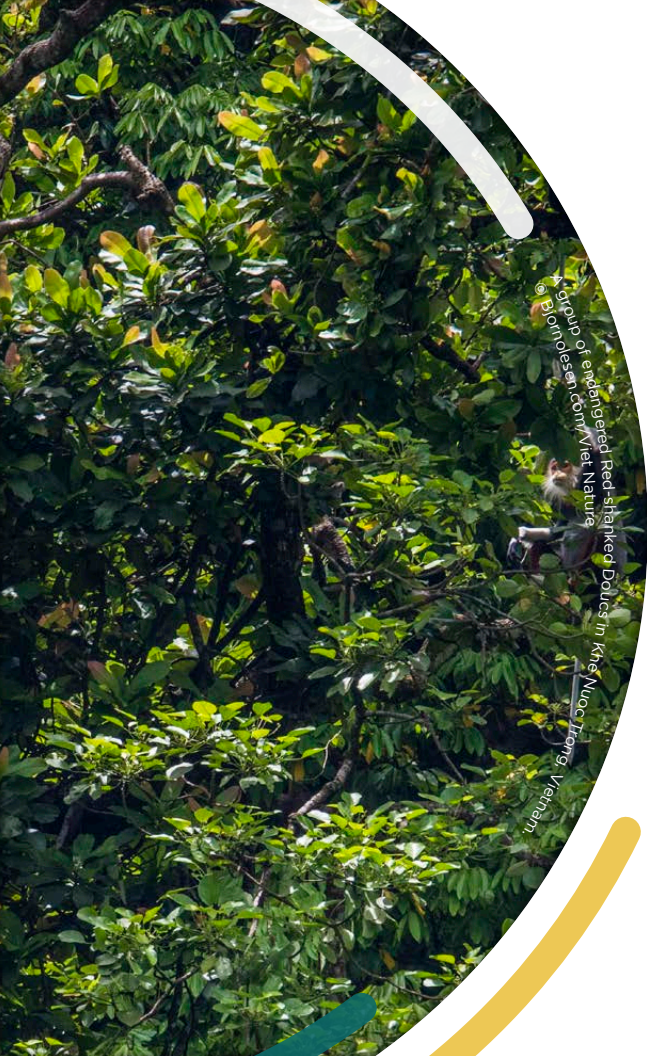
Users of Carbon Balanced Paper will also receive a certificate to highlight the amount of CO<sub>2</sub>e balanced and the area of land protected as a result of their positive action.

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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.







A group of endangered Red-shanked Doves in Khe Nuoc Trung, Vietnam.  
© iStockphoto.com/Wiet Nature

# 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](http://www.wcpsolutions.com)**



**[carbonbalancedpaper@wcpsolutions.com](mailto:carbonbalancedpaper@wcpsolutions.com)**

**475,000  
tons**

of CO<sub>2</sub> have so far been  
offset through the  
Carbon Balanced  
Program.

**5,000  
businesses**

have already taken  
positive action by  
choosing Carbon  
Balanced Paper.

**76,000  
acres**

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



**877-398-3030**



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