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## A3P congratulates Australian Paper on three awards



A3P  
29 TORRENS STREET  
BRADDON ACT 2612  
AUSTRALIA

T +61 2 6273 8111  
F +61 2 6273 8011  
W [www.a3p.asn.au](http://www.a3p.asn.au)

A3P the peak national body for Australia's plantation products and paper industry, congratulates member company Australian Paper on winning three 2009 Australian Business Awards - for Best Eco-Friendly Product and Product Innovation (ENVI range of Carbon Neutral Paper) and for Marketing Excellence.

These awards again demonstrate the Australian paper industry's commitment to improving its sustainability performance and reflects progress on a number of issues addressed in the A3P Sustainability Action Plan.

"Winning these awards shows the paper industry is moving in the right direction in terms of considering the environment and how we can continue to make products in a sustainable way." said A3P CEO Richard Stanton.

The Best Eco-Friendly Product award recognises environmentally friendly products that demonstrate innovation and commitment to sustainable living. The Product Innovation award recognises products that demonstrate the introduction of a new idea, method, technology, process or application of benefit and/or commercial significance in the marketplace.

Australian Paper also received an award for Marketing Excellence recognising outstanding achievements in marketing strategy and execution for the ENVI brand.

The ENVI Carbon Neutral paper range is Australian made using both virgin and recycled fibre and all emissions associated with making the paper, ranging from the growing and harvesting of the trees to the disposal of the grade have been measured and off-set.

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### Further information

Richard Stanton, CEO A3P – 02 6273 8111

Natalie Loudon, Communications Officer A3P – 0401 757 172