MEDIA RELEASE

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A3P welcomes focus by 'Choice' on environmental labelling

A3P, the industry council representing the plantation products and paper industry, today welcomes the focus by Choice on the issue of false and misleading claims regarding environmental labelling.

Representing Australia's plantation products and paper industry, A3P CEO Mr Neil Fisher said "A3P continues to encourage Australian consumers to purchase wood and paper products produced from Australian plantations and manufactured in Australia as this is the best way of ensuring that their purchasing decisions do not impact adversely on the environment.

"A3P also encourages consumers to reward good forest management by purchasing products labelled under either of the two credible sustainable forest management certification schemes operating in Australia, the FSC and the PEFC Standards.

A3P member company Kimberly-Clark, makers of major consumer brands Kleenex® and Huggies® also today strongly supported the Choice magazine call for mandatory implementation of the Australian Standard for "green" advertising (AS 14 021).

Mr Neil Fisher said "A3P notes the Choice suggestion that industry associations should play a role in ensuring that companies do not make unsubstantiated claims regarding the environmental credentials of their products.

"A3P has done just that as part of the development and implementation of the A3P Sustainability Action Plan. The Plan which was endorsed by all A3P members deals specifically with forest management certification and aims to achieve a marketplace in which informed customers reward sustainable forest management through purchasing decisions and specifically a target of increased levels of forest certification to 70% of members and 70% of hectares managed by 2015, as announced in 2007 this has already been achieved."

To view a copy of the Sustainability Action Plan please visit http://www.a3p.asn.au/admin/assets/pdf/Submissions%20and%20Reports/2008%20Report%20-%20A3P%20SAP.pdf

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Further information

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