

**SEVEN  
REASONS  
TO  
RETHINK  
PAPER.**

**ReThinking  
Paper**

More and more people want to contribute to a more sustainable future. But where do you start? With paper! Switching to recycled paper now not only saves resources, it sends a clear signal to potential customers and business partners that you're committed to the environment. State-of-the-art technologies and production methods can turn waste paper into a genuinely high-tech product that's guaranteed to deliver the best running properties, age-resistance and whiteness. Let us convince you so you can become part of a green revolution.

Steinbeis Papier GmbH  
Stadtstr. 20  
25348 Glückstadt

Tel +49 4124 911 - 0  
Fax +49 4124 911 - 210

E-Mail [info@stp.de](mailto:info@stp.de)  
[www.stp.de](http://www.stp.de)

**1**

2

3

4

5

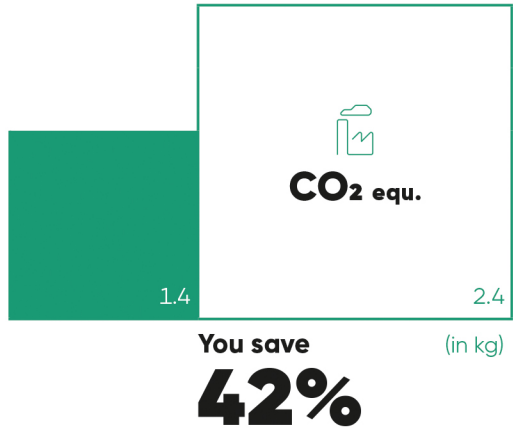
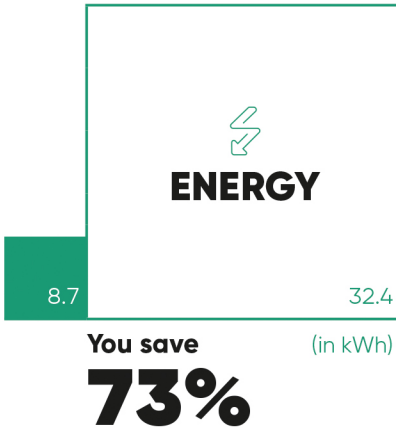
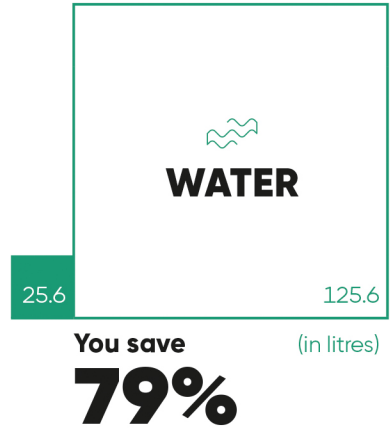
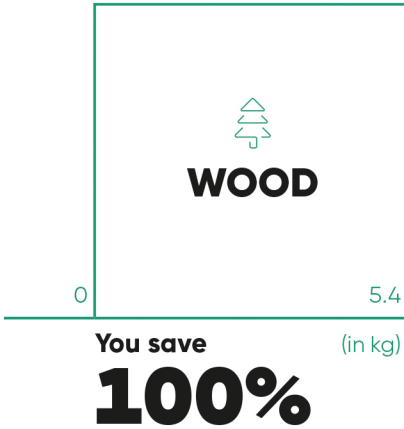
6

7

# SUSTAINABILITY



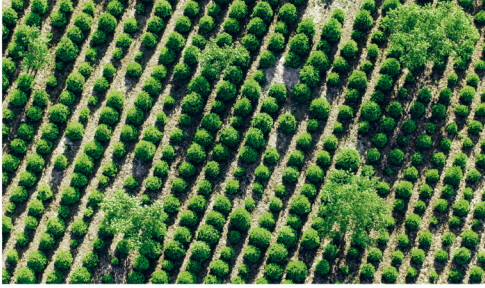
Producing recycled paper consumes significantly fewer resources than making virgin paper. That applies mainly to wood of course, but also to water, electricity and the production of CO<sub>2</sub> equ.·



Potential savings on 500 sheets of Steinbeis A4 office paper; comparison between virgin paper and Steinbeis office paper production. (Source: IFEU Heidelberg GmbH, 2017/2022)

# ENVIRONMENTAL PROTECTION





↑  
After deforestation, fast-growing species of trees are often planted in place of the original vegetation (below). These monocultures (above) are more susceptible to fire and leach the soil. There's more risk of major forest fires, and endangered animal species are deprived of their habitats.

Recycled paper is made entirely of waste paper. That means it protects our forests, and with them our biodiversity and climate. Even if new trees are planted immediately after existing ones are felled, the complex ecosystem of a natural forest can't be so easily restored by artificial means. So for people who take the environment seriously, paper made entirely out of waste paper is the only real option.

→ 5.4 kilograms of wood are needed to produce one ream of conventional virgin paper (500 sheets, 2.5 kilograms).

→ In 2021, the average British person was responsible for the consumption of 110.8 kg of paper, card and cardboard boxes.\*

→ Even if paper is described as "wood-free", trees are still felled to make it. The term refers exclusively to the manufacturing process.

\*Source: Confederation of European Paper Industries (CEPI)

1

2

3

4

5

6

7

# CERTIFICATION



There are lots of sustainability labels around. But the Blue Angel, which is the German government’s highly regarded eco-label, stands out from the crowd. It’s considered the most stringent and reliable indicator of consumer protection and sustainability.

→ Made from 100% recycled paper.

→ Major ecological savings in production.

→ Free of chlorine, optical brighteners, halogenated bleaching agents and other harmful chemicals.

→ Highest quality through compliance with important standards such as DIN EN 12281, which guarantees impeccable running properties and 99.8 percent jam-free operation in conventional printing and photocopying systems.

→ In 2021, the degree of whiteness was limited by law to 100 percent under ISO 2470, and to CIE 135 under DIN ISO 11475.

→ Recycled papers bearing the Blue Angel are age-resistant in compliance with DIN 6738.

	Blue Angel	EU Ecolabel	FSC 100%
100% waste paper	Yes	No	No
Free of chlorine and other chemicals that are harmful to health	Yes	Partially	Partially
Independent body	Yes	Yes	No

↑ The Blue Angel is the strictest and therefore most highly regarded environmental label.



1

2

3

4

5

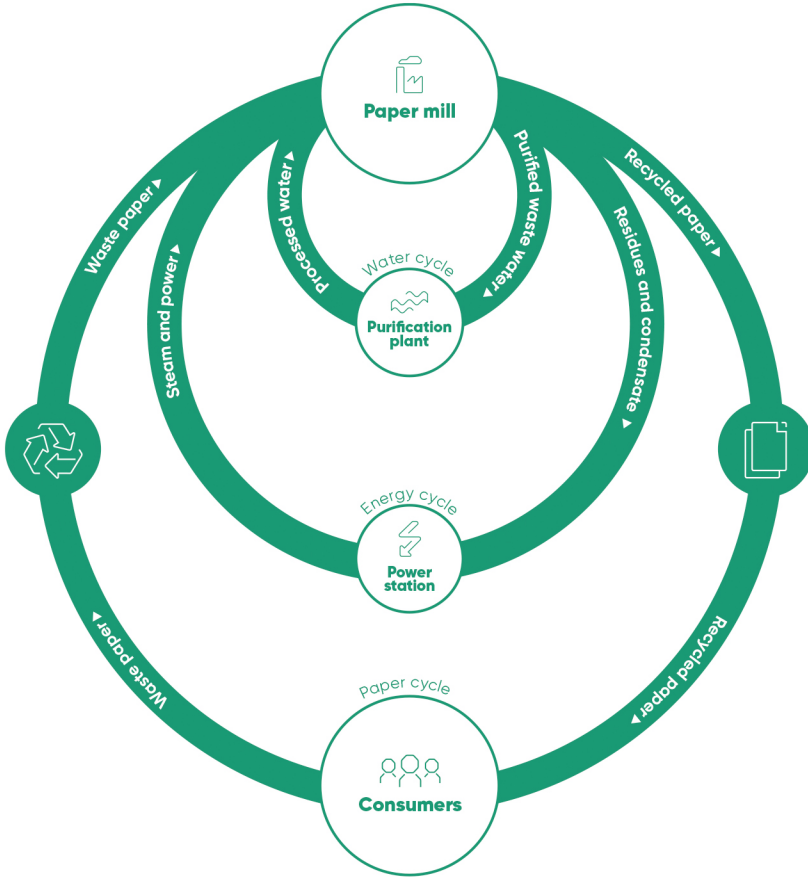
6

7

# CIRCULAR ECONOMY



Recycled paper is an ideal example of how an efficient circular economy works. If paper is properly recycled after it has been used, it can be reused almost indefinitely.



**Paper cycle**

↓  
Paper is turned into new paper after use.

**Water cycle**

↓  
The water used in production is purified and recycled.

**Energy cycle**

↓  
Residual materials from the sorting of waste paper are thermally recycled and turned into energy to power production.

**Waste prevention**

↓  
Closed material cycles prevent waste.

- 1
- 2
- 3
- 4
- 5
- 6
- 7

# DURABILITY



Paper often has a short life span. Sometimes it's used for no more than a few minutes or hours. But there are documents that get archived and need to be age-resistant. Recycled paper now meets all the important standards in that regard:

# DIN 6738 LDK 24-85



DIN 6738 defines how long paper and card should last when stored long-term in non-air-conditioned rooms. It distinguishes between four different lifespan classes (LDK), of which the lowest, LDK 6-40, guarantees a lifespan of at least 50 years and the highest, LDK 24-85, can label itself "age-resistant" without limit. Every paper that carries the Blue Angel complies with DIN 6738, and Steinbeis office papers even meet the strict demands of LDK 24-85.

# ISO 20494



The new ISO 20494 standard takes into account recent scientific findings as well as the stipulations of DIN 6738. It therefore assesses the age-resistance of papers on the basis of their strength after accelerated ageing, their pH and their alkali reserves.

# RESPONSIBILITY



Paper clearly recognisable as sustainable makes a better impression on customers and clients nowadays than paper that's dazzling white because of optical brighteners. Recycled papers carrying the Blue Angel are now considered a form of advertisement in their own right in industry and business, because they clearly denote sustainability and social responsibility. They are available in various degrees of whiteness, depending on the balance you want to strike between sustainability and cost.



**ISO 70 • CIE 55**  
Steinbeis No. 1  
A clear statement  
in favour of nature.



**ISO 80 • CIE 85**  
Steinbeis No. 2  
Sustainable  
all-rounder.



**ISO 90 • CIE 110**  
Steinbeis No. 3  
Superior environmental  
paper.



**ISO 100 • CIE 135**  
Steinbeis No. 4  
Business paper with a  
clear conscience.

1 2 3 4 5 6

7

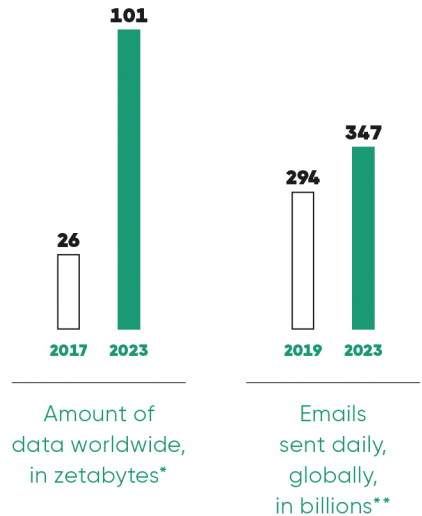
# VERSATILITY



Paper still has its place in an increasingly digital world. It has been scientifically proven that writing and reading on paper has cognitive benefits and that going digital creates an environmental footprint of its own. In global terms, sending emails and saving documents consumes a lot of electricity. It's easy to forget that digital equipment takes a lot of energy to operate, manufacture and dispose of.

- The IT industry was responsible for 4% of global carbon emissions in 2020. This is likely to rise to 8% by 2025. \*\*\*
- 53.6 million tonnes of e-waste was generated worldwide in 2019. \*\*\*\*
- Sending a normal email without an attachment produces about 10 grams of CO<sub>2</sub>, which is equivalent to the carbon footprint of a plastic bag. \*\*\*\*\*

### Development of data and email traffic:





## Seven reasons to rethink paper.

### Nº1 Nº2 Nº3 Nº4 COLOR

ISO Whiteness ISO 2470-2 (D65)	70	80	90	100	–
CIE Whiteness ISO 11475 (D65)	55	85	110	135	–
Grammage ISO 536	80 g/m <sup>2</sup>	80 g/m <sup>2</sup>	80 g/m <sup>2</sup>	80 g/m <sup>2</sup>	80 g/m <sup>2</sup>
Machine direction ISO 216	A4/A3	A4/A3	A4/A3	A4/A3	A4

We do more than just making recycled paper. We're ReThinking Paper. And we're doing so using 100% less wood, 73% less energy and 79% less water, and producing 42% less CO<sub>2</sub> equ. than with conventional paper. Thank you for rethinking and joining us in saving valuable resources for future generations.

High-quality printing and photocopying paper, 99.98% jam-free in compliance with DIN EN 12281. Suitable for all standard printing and photocopying applications, b/w and colour. 100% responsible. 100% sustainable.

### Potential savings using recycled paper – compared to virgin paper:



Virgin paper 5.4 kg  
Recycled paper 0.0 kg

**SAVINGS 5.4 kg**



Virgin paper 32.4 kWh  
Recycled paper 8.7 kWh

**SAVINGS 23.7 kWh**



Virgin paper 125.6 l  
Recycled paper 25.6 l

**SAVINGS 100.0 l**



Virgin paper 2.4 kg CO<sub>2</sub> equ.  
Recycled paper 1.4 kg CO<sub>2</sub> equ.

**SAVINGS 1.0 kg CO<sub>2</sub> equ.**

*Potential savings for 500 sheets of Steinbeis A4 office paper. Comparison between virgin paper and Steinbeis office paper production. (Source: IFEU Heidelberg GmbH, 2017/2022)*

Our printing and photocopying papers comply with the European standard for photocopying papers, **DIN EN 12281**. According to the German Federal Environment Agency, recycled papers carrying the Blue Angel and compliant with **DIN 6738** are fully age-resistant and can be used for archiving. This is confirmed by the latest scientific findings, which are defined and implemented in **ISO 20494**. Our entire range carries the Blue Angel and EU Ecolabel.



Running properties:  
DIN EN 12281

# ReThinking Paper

Use Steinbeis Papier now and make a difference.

[www.stp.de](http://www.stp.de)