



**Verso Paper**  
6775 Lenox Center Court  
Memphis, TN 38115

**For details, contact:**  
Monica Garvey, Verso Paper  
901-237-9238  
monica.garvey@versopaper.com

Roger Ynostroza, GAA  
212-933-1549  
rogerynostroza@msn.com

# news release

**FOR IMMEDIATE RELEASE**

## **Climate Change Tops the Agenda at Gravure Association of America (GAA) Environmental Conference in Maine**

BAR HARBOR, Maine, June 20, 2008 – More than 140 leaders from the catalog and magazine publishing industries, paper and forest products companies, environmental groups, government and other key stakeholders gathered in Bar Harbor, Maine, this week to discuss the important role paper producers and their customers are playing in efforts to help mitigate global climate change. The Gravure Association of America (GAA) initiated this forum, the second in a series of three annual meetings on the environment, to share the paper industry's latest climate change-related research and innovations.

"By leading the charge for sustainable forestry, improved manufacturing efficiency, increased use of renewable biofuels and transportation optimization, paper manufacturers and their customers are taking a leadership role in the fight against global climate change," said Craig Liska, vice president for sustainability at Verso Paper, this year's primary GAA conference sponsor. "Because we use a renewable resource -- trees from sustainably managed forests -- to manufacture paper products, and trees in sustainably managed forest are one of the earth's best weapons against climate change, the paper, magazine and catalog industries have a unique responsibility as well as invaluable opportunities to contribute to climate change solutions," he said.

Keynote speakers at the conference included Maine Governor John Baldacci, who told the audience that forest certification has been increasingly recognized as a measure of forest sustainability, and has become a crucial means for Maine to distinguish itself in the regional, national and global marketplaces. "Maine has a thriving forest economy," said Governor Baldacci. "Keeping our mills up and running, competitive and stocked with raw material is critical for Maine's future." The governor announced a new Executive Order that says by FY 2010 at least 80 percent of the paper fiber content purchased by the state directly or through outsourced print jobs will be either certified-source virgin fiber or recycled fiber.

Other keynote speakers included Maine Department of Conservation Commissioner Patrick McGowan, Maine State Senator Phil Bartlett and Chuck Leavell, tree farmer and renowned keyboardist for the Rolling Stones. Commissioner McGowan shared his views on recent state sustainability initiatives, including the New England Regional Greenhouse Gas Initiative (RGGI) and a new approach to forest certification in the state that focuses on small, private landowners. Senator Bartlett discussed his direct involvement in RGGI in Maine, as well as the future outlook for federal climate change-related legislation. Leavell, a long-time conservationist, spoke about his passion for sustainable forest management and for his tree farm in rural Georgia.

GAA environmental conference highlights included presentations on:

- ***The carbon footprint of paper products.*** As concerns about climate change have increased, so has the interest in lowering the carbon footprint of products. Two paper companies, Verso Paper and Catalyst Paper Corp., have been researching the intricacies of the paper product lifecycle and are working toward standardized methods of measuring and reporting total carbon content of paper products.

(MORE)

**Verso simple.**

## 2-2-2 GAA Conference

- **Forest Products Council of Canada (FPAC) climate change initiative.** Raising the bar for environmental responsibility, FPAC in partnership with the World Wildlife Fund (WWF)-Canada, launched an initiative in late 2007 to help Canada's forest products industry become carbon neutral by 2015 without the purchase of carbon offset credits.
- **Need for more privately held lands to be third-party certified to sustainable forest management standards.** An increased demand for certified paper products combined with an increase in the number of small, private forestland owners who supply the paper industry is driving the need for programs that motivate these landowners to seek certification of their property. A variety of solutions were presented by representatives of the Forest Stewardship Council Family Forest Alliance; SFI, Inc.; Small Woodland Association Owners of Maine; Trust of Conserve Northeast Forestlands; and the Maine Forest Service.
- **University of Maine forest bio-products research initiative.** The bio-products research initiative brings together more than 20 scientists in the largest public research project in Maine's history. With a focus on cellulosic ethanol production, these scientists believe the project could potentially transform Maine's manufacturing base, with pulp and paper mills becoming centers for the production of a wide range of bio-products. Scientists believe the mills could make the new, high-value products without increasing the amount of wood they buy, and without reducing the amount of paper they produce. The resulting reductions in fossil fuel use would reduce greenhouse gas emissions that contribute to climate change.
- **Voluntary carbon market and consumer protection.** As the voluntary carbon market continues to grow, so do concerns about the environmental validity of carbon offset projects and environmental marketing claims. Environmental organizations like Ecosystem Marketplace and regulators including the Federal Trade Commission's Enforcement Division are seeking ways to assure both trustworthy information and consumer protection.
- **Paper industry focus on climate change-related operational improvements.** Improving operational performance is a key element in the paper industry's overall efforts to mitigate climate change. From optimizing transportation to improving energy efficiency to increasing the use of renewable biofuels, paper producers like Verso and UPM along with their suppliers like Maine-based Safe Handling, Inc., are implementing operational strategies that are reducing greenhouse gas emissions that contribute to climate change.
- **Environmental Paper Assessment Tool (EPAT).** EPAT is an online tool that enables paper producers and buyers to share and compare data on resource use and the environmental and social impacts of paper products. It provides consistent language and metrics to allow paper buyers to assess environmental attributes and trade-offs when making paper purchasing decisions. EPAT was designed by the Paper Working Group -- a collaboration of 11 leading companies—and environmental non-profit Metafore, with a goal of making environmentally preferable paper more available and affordable.

**EDITOR'S NOTE:** For detailed information on the topics covered at the GAA environmental conference, please contact any of the participating organizations mentioned above or Verso Paper Sustainability Manager Monica Garvey at 901-237-9238.

### About Verso Paper

Based in Memphis, Tennessee, Verso Paper is a leading North American producer of coated papers, including coated groundwood and coated freesheet, and supercalendered products. Verso's paper products are used primarily in media and marketing applications, including magazines, catalogs and commercial printing applications such as high-end advertising brochures, annual reports and direct-mail advertising. Additional information about Verso is available on our Web site at [www.versopaper.com](http://www.versopaper.com).

###