



Case study
Sector: Paper & Print
Country: UK and Germany



The world's leading manufacturer of technical and creation papers, Arjowiggins is present in high value-added markets. With 8,000 employees and 35 paper mills, they generate sales of around €2 billion worldwide and continuously develop environmentally responsible solutions. In 2007 they worked with The CarbonNeutral Company to take the prestigious Conqueror brand CarbonNeutral® in the UK, followed by Germany in April 2008.

Objectives

- Be an industry leader by becoming Europe's first CarbonNeutral® fine paper brand in addition to full range FSC
- Promote an industry dialogue around the steps that businesses can take to reduce their carbon footprint
- Provide a solution for customers wishing to reduce their carbon footprint without compromising on quality

Programme developed

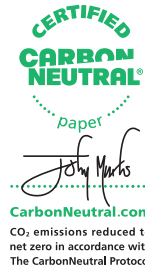
- The CarbonNeutral Company conducted a carbon footprint assesment (product lifecycle) for Conqueror including raw material supply, production and distribution
- Conqueror set targets for internal reductions and achieved a 5% reduction in carbon emissions over the last two years
- Conqueror offset the remaining emissions with The CarbonNeutral Company through a portfolio of 3 projects: methane-capture in Germany, a wind power project and a bagasse plant in India

Communication

- Launched the "Blank Sheet Project" to create a dialogue with customers and stakeholders and encourage them to brainstorm ways to tackle climate change
- Developed a microsite to communicate Conqueror's green credentials: www.conqueror.com/green
- Ongoing training activities with merchants, designers, printers and end users in the UK and Germany

Results

- Increased business as a result of CarbonNeutral® certification
- Positive measured response from staff and customers
- Widespread positive PR coverage was generated in national and trade press which positively shifted the perception that green concerns are at the heart of Conqueror's brand values



"Making Conqueror CarbonNeutral® was an important step which enabled us to offer a truly environmental paper solution for businesses. The "Blank Sheet Project" received a fantastic response which highlights the recognition that customers have for the work of The CarbonNeutral Company and its ability to help businesses make positive environmental change to their operations."

Jonathan Mitchell, Business Director - Fine Papers, Arjowiggins

