

Sappi Fine Paper North America

2011
Sustainability
Report



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Inspired by life



Alan W. Steege
Keweenaw Land Association,
Ltd.'s Manager of Timber
Operations



Everlasting Forest

Having been around since just after the Civil War, Keweenaw Land Association, Ltd. (KLA) knows the importance of managing forests with a clear focus on the future. Given its history, it comes as no surprise that in the 1960s the company was an early adopter of modern sustainable forestry practices.

This sort of foresight also led KLA, which owns land in northern Michigan and Wisconsin, to become Forest Stewardship Council (FSC®) certified in 1994, just one year after the designation was created. "Our board of directors wanted to verify whether or not the way we were managing our timber would pass the muster of certification," says Alan W. Steege, KLA's manager of Timber Operations. "And they found out that it would." While KLA, which

supplies certified wood to Sappi's Cloquet, Minnesota mill, was already adhering to a philosophy that included single-tree and selective cutting, certification has had other benefits. "Certification has made us more knowledgeable about historical sites, archaeological areas and the wildlife on our property," Steege notes. "It has also helped us retain our market share during down economic times." All of which will play a big role in seeing that KLA and its land thrives for centuries to come.





Frank Schofield
President of BDS Waste Disposal, Inc.



Rubber Souls

Sappi Fine Paper North America and BDS Waste Disposal Inc., a Maine company that processes scrap tires into fuel (80%) and construction material (20%), have developed a symbiotic relationship that benefits both their businesses and the environment. Almost all of the tire-derived fuel (TDF) is sold to Sappi for use in the boiler at the Somerset Mill—this means that Sappi is replacing oil with the TDF generated by BDS. Most recently, Sappi sold BDS about 20 acres of land near the Somerset Mill property to become the site of BDS' new processing facility.

Next year, ground will be broken on the new plant, which will greatly expand BDS' stockpiling capabilities while reducing the amount of diesel fuel used to transport the TDF to the mill. In the future, this expansion will permit BDS to install a grinder that will convert even more of the tire material into TDF, meaning Sappi will be able to further lower its use of fuel oil. "Using TDF is a way for a large employer to remain competitive and do it in an environmentally sound manner," says Frank Schofield, president of BDS. "And it's nice to have a viable outlet for these tires that have been a major disposal problem ever since they have been manufactured."





Kevin Madore
Lean Six Sigma Black Belt
Sappi Fine Paper North America



Sharing Solutions

When SKILLS Inc. eWaste Alternatives Program, a Maine-based electronic waste recycling firm, asked Sappi Fine Paper North America for help, we gave them a unique resource. SKILLS Inc., a nonprofit that employs people with learning disabilities and mental handicaps, was struggling financially and sought advice to help solve bottlenecks getting in the way of expansion.

Kevin Madore, a Lean Six Sigma Black Belt based at Sappi's Somerset Mill, took charge. After spending time at SKILLS' facility, Madore was not only able to help speed up the company's conversion capabilities, he also pinpointed new profit opportunities by identifying which waste materials had the most value on the market at a given time. Madore was also instrumental in redistributing eWaste's managerial workload, allowing an increase in throughput by about 250%, a key element in getting the organization in the black.

Because SKILLS now has the capability to handle more e-waste materials, all six of Sappi's New England facilities send discarded computer equipment to be handled by SKILLS. "We know our waste goes to an organization that recycles, disposes or reuses it responsibly," says Madore.

The new manufacturing process also keeps SKILLS' disabled workers employed, and, since the company works closely with Maine's Information Technology Exchange, it means that countless nonprofits and low-income families receive low-cost refurbished electronics. Of course, helping your neighbor has benefits that go beyond environmentalism and economics. "It's a pleasure to do this," notes Madore. "It's not even work because of all the win-wins involved."





Doug Hebert
Design Director & Principal at Savage

Noble Savage

Paper has always served as a powerful medium for Savage, an award-winning Houston, Texas, design and branding firm often recognized for their creativity and industry leadership. Fittingly, through their forty-year commitment to doing pro-bono work for nonprofits, they have also used paper to serve the greater good.

This type of dedication has had a profound effect on Doug Hebert, design director and principal at the firm, who has overseen Savage's unprecedented four Sappi Ideas That Matter grants. "Sappi's program showed me what could be done and served as the catalyst for me to get involved," Hebert says. "Our goal is to affect change in the community strategically through designs that really communicate the nonprofits' messages." And Hebert and Savage will soon go to print with their newest message thanks to a recent Ideas That Matter grant to create two anti-bullying brochures for the Houston chapter of the Gay, Lesbian and Straight Education Network (GLSEN).

Given the recent media focus on bullying and the tragic effects it can have on young people, Hebert knew someone had to create a tangible document to legitimize the message of tolerance. "The ignorance is appalling," Hebert says. "These pamphlets will educate students and give them a resource to get more information for who to talk to or how to get help." Hebert hopes GLSEN's national chapter will take notice of the pamphlets and eventually distribute them nationally. Something that Hebert knows for sure is that he will continue submitting designs to Ideas That Matter. "I am very focused on wanting to help as much as possible," he says. "Expressing something you feel passionate about benefits the community as well as the soul."

