

Facts about Eniro's paper consumption

It is not environmentally compatible or economically sustainable to produce too many directories. We produce and distribute an appropriate number of directories on the basis of demand and use. We have used Posten (Swedish Mail) as the distributor for many years and we adjust the number of printed copies continuously.

Circulation matched with demand

Today, everybody can make an active choice as to whether or not they wish to have a directory. Those living in a single-family or terrace house can cancel the directory, while those living in multi-family buildings can actively choose to accept a directory or not. Any directories left over are collected and distributed to other districts.

Paper consumption

Eniro Sweden uses about 6,000 tons of directory paper annually, corresponding to some 4,000 tons of virgin fiber (if 30-percent DIP recycled paper and 4-percent filler are excluded from the calculation) representing 0.02 percent of total Swedish felling.

About 75 percent of the paper pulp derives from virgin spruce pulp and about 25 percent from sawmill chips. The spruce pulp comes from inferior tree trunks removed during thinning operations (tree stands are thinned to permit the better trees to grow) and from tops that cannot be used for sawing boards. Sawmill chips are a residual product from sawmills.

The paper on which the directories are printed (34-40 grams surface weight) contain an average of 30 percent recycled paper.

Eniro's paper supplier is Holmen, which is certified in compliance with both FSC and PEFC.

FSC - Forest Stewardship Council

FSC is an independent international association of paper producers that promotes the use of global forests in an environmentally, socially and economically acceptable manner.

PEFC - Programme for the Endorsement of Forest Certification scheme

PEFC is an early – primarily European – forest certification scheme that is also gaining ground globally. PEFC promotes a long-term forestry approach that is sustainable in all respects.

Read more about paper recycling at: <http://www.papperskretsen.se/>.