



Focusing on the environment

Everybody needs access to contact information. Most opt for Gula Sidorna. Our environmental impact is unavoidable and we're doing everything possible to minimize our footprint.

Only 0.005 percent of overall Swedish emissions of greenhouse gases and nitrogen oxides derive from our directories, which is comparable with the emissions generated by driving a car about 3 kilometers or from 3 dl milk.

Eniro Gula Sidorna is environmentally certified in accordance with ISO 14001.

More detailed information is available at enirosverige.se

Braviken paper mill

Eniro and the Braviken paper mill are seeking to ensure that directory paper contains as much recycled paper and as low a weight as possible in a bid to reduce the share of wood raw material. Low paperweight also reduces the environmental impact of transport. The paper used is fully chlorine-free and the mill is ISO environmentally certified. Paperweight has been steadily reduced and is now a mere 36 grams. Telephone directory volumes correspond to 0.5 percent of Swedish paper consumption.



Distribution

For geographical reasons, transport operations in an elongated country such as Sweden represent the major environmental challenge in the production chain, although we also impose stringent requirements in this area. Our distributors use the most eco-friendly truck fleet with eco-certified engines and tires, exhaust-emission control systems and run only on eco-certified fuel. In an effort to optimize production and distribution alike, we always try to monitor the demand for directories among single-family houses, multi-family buildings and companies.



Raw material

The Holmen forest products group supplies the raw material for the paper used in Eniro's directories. 0.02 percent of Sweden's annual felling is used for catalogue paper. Annual growth always substantially exceeds felling and forest operations are environmentally certified in compliance with ISO and international organizations.



Recycling

A full 80 percent of Eniro's directories are collected and recycled. The considerable volume is due to the willingness of users to contribute to the process. New directories left untouched by potential recipients are collected and redistributed to other areas or recycled. The final stage in the recycling chain is the paper mill, where directories are converted into paper pulp. Overall, 4,500 tons of recycled paper replace wood raw material.



Printing

Directory printing is conducted by environmentally certified printers.



Source: Econ Pöyry, Econ-report no. 2008-147

Add your directory to the paper collection!