

Attachment 2 – Environmental Performance

Appleton Coated has been and continues to be a leader in the paper industry when it comes to Environmental Responsibility. Note these “firsts”:

- First Coated Paper Mill to become FSC certified in 2006
- First to offer additional Post-Consumer Recovered Fiber(PCRF) content paper
- First to offer Green Power electricity in the form of green credits
- First to offer stock product with extra PCW, FSC certification, and Green Power

We firmly believe that any operating practice that does not protect the earth is short-sighted and detrimental to our future as a thriving business. Acting responsibly on behalf of the environment is factored into everything we do. Like other paper manufacturers, Appleton Coated relies on thermal and electrical power for energy and is continually seeking ways to reduce and conserve usage. Appleton Coated is an EPA SmartWay Transport Partner requiring all out-bound carriers be SmartWay certified. Emphasis is on reduce and reuse. If at all possible, nothing is given up as waste. Second only to wood fiber, water is the most valuable natural resource used in papermaking. Much of the water used in our papermaking process is reused within our mill in closed loop systems and any excess is treated in our state-of-the-art water treatment plant before discharge. We continuously monitor air quality to ensure that we are in full compliance with the rules and regulations set forth by the Wisconsin DNR. Appleton Coated’s EMS is ISO 14001, initially received in 2007 and maintained ever since (See Attachment 3).

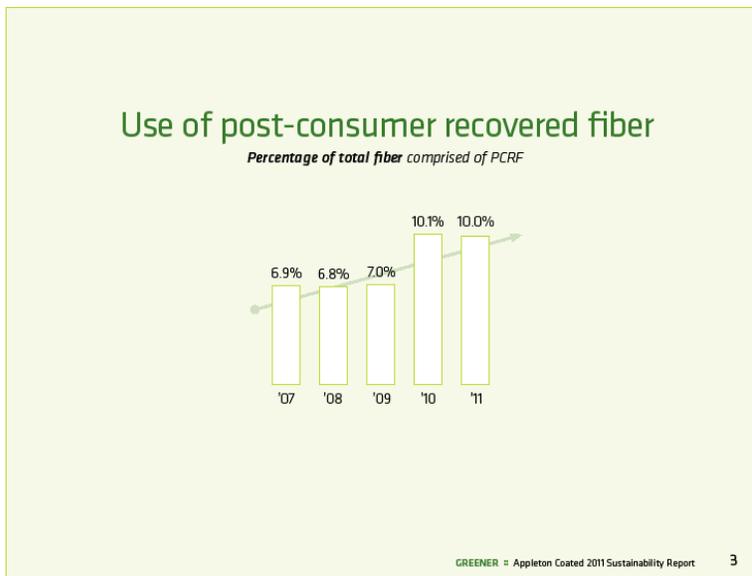
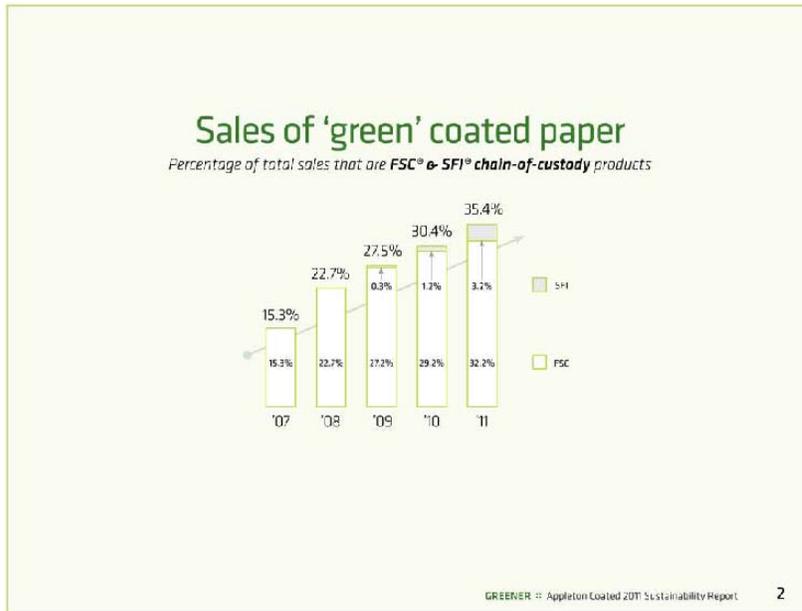
We became FSC certified in 2006 and SFI certified in 2008. In 2011, we increased our green power usage and began using Green-e certified REC’s. Also, we applied for the first time, and were awarded the Green Masters recognition through the Wisconsin Sustainable Business Council. This confirms that we have performed actions in nine areas of sustainability and scored in the top twenty percent of all companies surveyed.

For the last five years (2007-2011), we have published a Corporate Sustainability Report that is accessible on our website. This is true transparency of where our sustainability journey has taken us.

<http://www.appletoncoated.com/ricofiles/images/misc/appletoncsr2010web.pdf>

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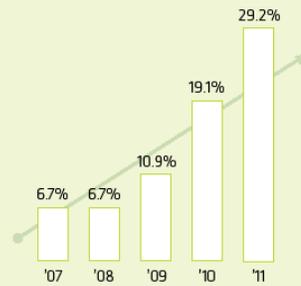
Graphs from our 2011 CSR illustrate the progress we've made on our Green Journey.



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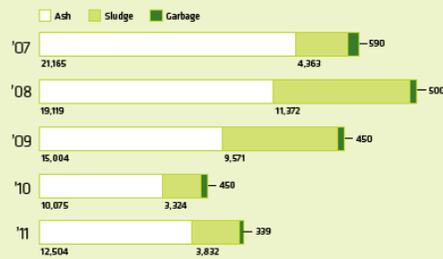
Alternative energy used to produce paper

Non-fossil fuel sources as percentage of total energy used



Waste sent to landfill

Ash, Sludge and conventional Garbage, in tons



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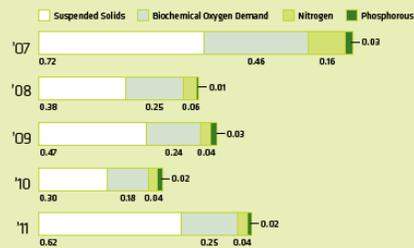
Paper freight shipped the 'smart way'

Percentage of outbound freight through EPA SmartWay partner carriers



Discharge into water

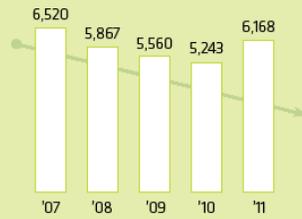
Pounds of discharge per short ton of production



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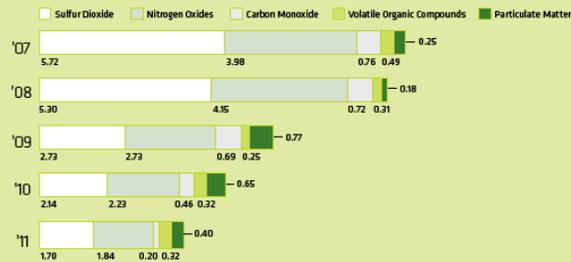
Water into waste treatment

Gallons per short ton of production



Emissions into air (excluding CO₂)

Pounds of emission per short ton of production



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CO₂ emissions into air

Pounds of CO₂ emissions from fossil fuel sources per short ton of production (direct & indirect)

