

Press Release: ¼ Million Tonnes of Carbon Balanced Paper

Towards the end of January 2025, Denmaur reached the 250,000 tonne milestone of Carbon Balanced Paper sales since adopting the scheme in 2016.

One of the best-known carbon programmes in paper, print and publishing, Carbon Balanced Paper is an effective and measurable solution for organisations to reduce the carbon impacts of their printed media and communications.

The scheme supports the activities of the World Land Trust (WLT): namely the protection, conservation and regeneration of some of the planet's most important forests and biodiversity, as well as protecting the habitats of a number of critically endangered species.

A simple and transparent mechanism for balancing the production emissions of graphical paper and carton board, the scheme enables a direct investment into the World Land Trust projects. In return, customers can use the new WLT Carbon Balanced logo as well as an official WLT certificate to confirm the carbon savings and the amount of conservation land that has been protected.

Catherine Barnard, CEO of the World Land Trust, provided a statement in recognition of Denmaur's milestone, "The global climate is changing at an unprecedented rate due to human-created climate change. So, we are delighted to see that Denmaur celebrate this achievement as part of their contribution to society's transition to a low-carbon economy."

Many of the products within Denmaur's stock portfolio are Carbon Balanced at Source – this includes the Amadeus and Revive ranges. Here, the mill of manufacture funds the cost of offsetting and so there is no additional cost to the customer at the point of sale. All other paper and board products purchased from Denmaur can be Carbon Balanced very easily and at a very affordable cost.

Denmaur's 250,000 tonnes of Carbon Balanced Paper sales equates to the removal of 152,000 tonnes of atmospheric carbon emissions as well as protecting 6,835 acres of critically threatened forestry!

The current Carbon Balanced Paper projects are now in Uganda, Mexico and Guatemala. Details of each project can be found at <https://www.worldlandtrust.org/what-we-do/carbon-balanced/offsetting-for-organisations/our-projects/11/03/25>.

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