



# CARBON REDUCTION INSTITUTE CASE STUDY: BRILLIANT +



## STREAMLINED LIFE CYCLE ANALYSIS

The Carbon Reduction Institute has undertaken a greenhouse gas impact analysis of the Brilliant + range of paper. This analysis considered the product's greenhouse gas emissions impact from 'cradle to customer'. Brilliant + paper is an uncoated paper available in smooth and embossed finishes. The mill is ISO 14001 accredited and uses FSC certified pulp. The bleaching process is ECF (Elemental Chlorine Free).

The analysis encompasses all greenhouse emissions from the transport and processing and the manufacture of the wood pulp; to the delivery of the paper to CPI Paper's warehouses and onwards to the customer. Bibliographical sources of emissions factors and processes were used where possible and includes site specific data from the Tullis Russell mill, Scotland.

## CARBON OFFSET OFFERING

Through this work the carbon footprint of the Brilliant+ range has been calculated and CPI Paper can now offer you this paper carbon neutral through the purchase of real and verified carbon offsets.

The project that CPI Paper has chosen to support is the Haryana Renewable Energy Project which converts agricultural waste into revenue. The Project displaces electricity and steam generation from fossil fuels, reducing carbon dioxide emissions from energy and electricity use.

Founded as a private-sector initiative in 2006, the Project reduces greenhouse gas emissions by more than 50,000 tonnes of CO<sub>2</sub>-e per year. This benefit is truly additional and would not occur without the support of organisations and companies and individuals willing to offset their climate change impacts.

## CARBON NEUTRAL PAPER:

Based on the results of the streamlined Life Cycle Assessment of Brilliant + paper, CPI Paper chose to offer all Brilliant + paper products as Carbon Neutral Paper through the purchase of carbon offsets accredited under the Voluntary Carbon Standard.

With Carbon Neutral Paper certification, CPI Paper are able to label and communicate this action in their marketing and promotion for the range of Brilliant +.



**Rice is the principal crop grown in India and is the dietary staple for many Indians. Over 70% of Haryana's residents are employed in the agricultural sector. Projects such as this increase the sustainability of the rice industry and assist its preparation and adaptation to climate change.**

ACT NOW AGAINST CLIMATE CHANGE!  
BUY CARBON NEUTRAL PRODUCTS AND SERVICES

