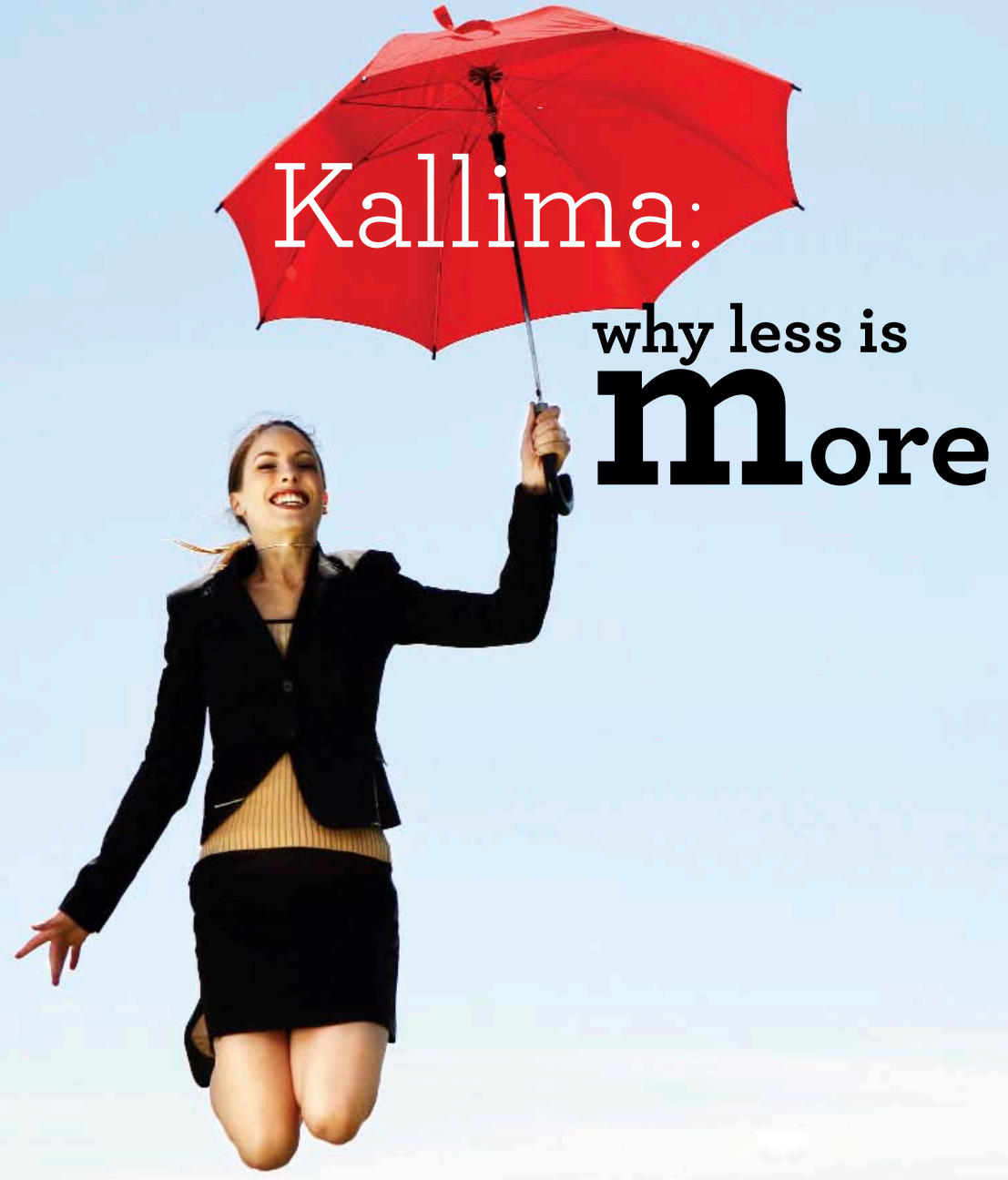


Less is **more.**

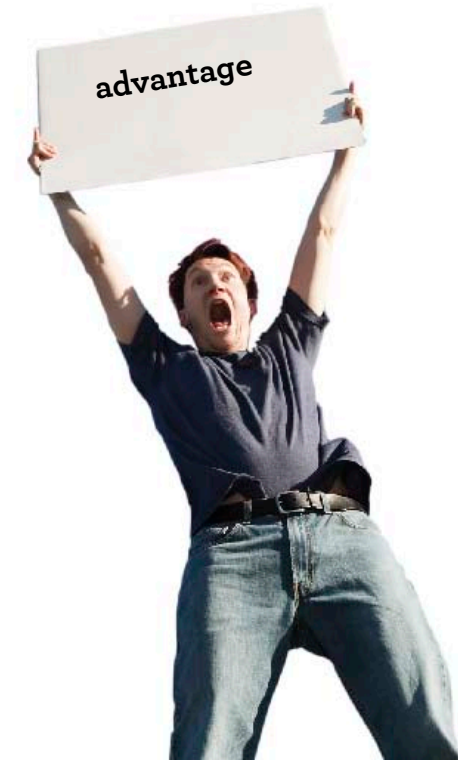


**Our story in 999 words, more or less.**

We don't believe in wasting words, or paper or trees for that matter. So let's get down to the facts here. You're looking for an economical choice of a paperboard (that's Kallima) with a company that cares about the planet (that's Tembec). That's a good start.



Isn't it a relief to know that some things are just plain and simple? The low-density construction of our paperboard gives you more for less money. In fact, it provides up to 20% more yield over competing paperboard with the same capacity to print quality, creative jobs. What's more, we're using fewer trees to make our totally recyclable products and that's great news for the planet.



## Our mantra:

In a nutshell, what we're trying to do is minimize our environmental impact, or in other words, make sure that our paperboard and Mother Nature get along. As our story unfolds, you'll see that FSC certification\* is your reassurance that our products come from well-managed forests. It's good to know that our environmental management system complies with world standards. And you'll discover that our achievements in greenhouse gas reductions are not just hot air. In fact, we're working hard to do the right thing.

\* SW-COC-001594

LESS TALK.  
**MORE ACTION.**





IT'S NOT ROCKET SCIENCE.  
WITH FSC CERTIFICATION,  
WE REALLY TOOK OFF.



A LITTLE SAYS A LOT HERE. **WE WERE THE FIRST**  
LARGE-SCALE FORESTRY COMPANY IN CANADA  
TO SEEK THIRD-PARTY CERTIFICATION OF ALL OF  
OUR FORESTRY OPERATIONS WITH THE FOREST  
STEWARDSHIP COUNCIL, WHICH IS RECOGNIZED  
THE WORLD OVER. PLUS, WE WERE ONE OF THE  
PIONEERS TO WORK WITH ORGANIZATIONS SUCH AS  
THE WORLD WILDLIFE FUND, WHICH LAUNCHED OUR  
REPUTATION AS A COMPANY WILLING TO ROLL UP ITS  
SLEEVES AND MAKE A DIFFERENCE.



100%

## IS A PRETTY GOOD SCORE.

It all adds up to this. Tembec has certified 100% of the 24 million acres of forest it directly manages. This makes us one of the largest producers of FSC products in the marketplace and a leading supplier of FSC pulp.



We're fueled by positive energy.

The sky's the limit here. Over the last three years, our energy and environmental initiatives have resulted in greenhouse gases being cut by 35%. In the last six years, that reduction amounts to 56%.

We've come this far by being really creative when it comes to reducing fossil fuel consumption. In our kitchen, the cooks throw nothing out. For example, after chipping and sorting trees, bark and sawdust are burned to generate power and steam, which we use to generate energy. We also recover 90% of our waste cooking liquors, which are used as fuel in our boilers or sold as by-products. For us, it's all about the power of great ideas.

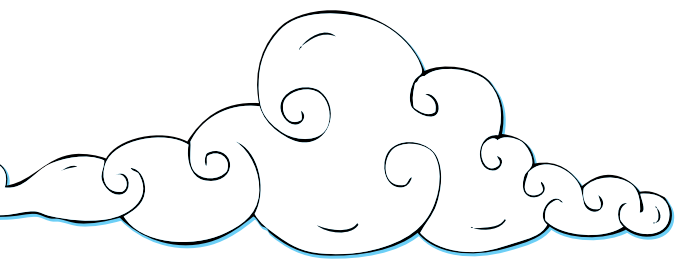
## YOU DO THE MATH.



**FSC:**  
a label  
we like  
to show  
off.



In the end, you want to sleep at night and feel good about buying your products from a company that cares – all the way down the line. We call it the “FSC Chain of Custody.” It means every single pulp supplier who deals with us has to meet those high standards. We track and monitor wood fibers from the forest through every step of the procurement process. So when you buy from us, you buy peace of mind.



## **Air quality and wastewater management:** **The down-to-earth facts.**

Sometimes when you hear the word *program*, you get this numb feeling in your head and prepare for an onslaught of corporate talk. But when your company is the size of ours, we do need programs that help us keep it all together and track our progress.

Take for instance, *Impact Zero*®, which is really making a difference by aiming to reduce the impact of our manufacturing activities to a negligible level. Our major operations have shown good results with reducing particulate emissions. And when it comes to managing effluents, one of our plants recycles and reuses 100% of its wastewater. Let's just say we're going with the flow.





*Customer service  
and quality:  
not just blah-blah-blah*

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We totally get it. You're a commercial printer with a harrowing deadline. You're a designer and a perfectionist, and your boss wants you to do more with less. And that's where we come in with a selection of Kallima paperboard that fits your needs.

When you ask for advice, samples or prices, you'll appreciate that our sales people aren't just storing your messages in their smartphones. They understand what it takes to deliver quality at the right cost and can appreciate that sometimes you need your paperboard yesterday.

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**Send us your creative ideas to do more with less.  
(Go crazy.)**

There's nothing crazy about any idea. In fact, some of the best ideas are the ones that you held back because you thought people would think you were nuts. But in the end, we're all in the same boat, looking for ways to use paperboard and still keep our planet for generations to come. Whether it's recycling, reusing or re-inventing, send in your green ideas to us. We want to hear from you.

# FOR PEOPLE WHO PREFER TO READ BULLET POINTS. **KALLIMA IS:**

- Offered in C1S, C1S Plus or C2S grades, sheetfed or heatset, 8pt through 12pt.
- FSC-certified; our products come from well-managed forests; 10% recycled content upon request.
- All about excellent performance: great print gloss, outstanding runnability, versatility, high-consistency run-after-run and superb results on every creative project.
- U.S. postal guaranteed.
- And it's so much more. Visit [kallimapaper.com](http://kallimapaper.com) to find out more.

To find out more, call 1 800 411-7011  
or visit [www.kallimapaper.com](http://www.kallimapaper.com) today



### Mixed Sources

Product group from well-managed  
forests and recycled wood or fiber  
[www.fsc.org](http://www.fsc.org) Cert. no. SW-COC-1899  
© 1996 Forest Stewardship Council

Cover printed on 12 pt. and inside pages on 8 pt. FSC-certified  
Kallima® Coated Cover C2S in 4-color process with 20 micron  
stochastic screen using ink containing soy. Plus die cut, folding,  
embossing, dull spot and overall gloss aqueous coating.

**Tembec**  
PAPER GROUP

**Kallima**®