



**Forest Friendly 500 Action Kit**  
**All You Need to Know Recruit Forest Friendly Businesses**



# FOREST FRIENDLY 500 ACTION KIT

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## Introduction – What is the Forest Friendly 500?

The Kleercut campaign has rolled out its **Forest Friendly 500 Pledge** and we need your help. The goal of the initiative is to garner by May 31, 2006 the support of 500 businesses that pledge to not use Kimberly-Clark tissue products until the company changes its ways. These businesses can be from any sector such as restaurants, retailers, fitness studios, law firms, etc.



The purpose of the pledge is to let Kimberly-Clark know that it is not only individuals and families who are concerned about threats to ancient forests, but that businesses, both large and small, are concerned about forest destruction and want to help protect these forests.

### How you can help:

We need your help to get as many businesses as possible to take the pledge. Here's what you can do to help us sign up 500 Forest Friendly businesses:

1. Identify local businesses in your neighborhood that you think may be willing to sign the Forest Friendly 500 Pledge. Think about businesses which are small or progressive (or both!). As well, think about businesses where you may have contacts or a relationship. For example: perhaps your cousin or aunt owns a business? Maybe a close friend of yours is incorporated or manages a business? Are you part of food cooperative or local gym? These are all potential pledgees.



2. Gather the sample pledge materials that we have provided in this action kit including the cover letter, pledge form, and factsheet, make some copies and begin to approach the businesses that you have identified.
3. Approach the managers or owners of the businesses you've identified and explain that you are working to convince Kimberly-Clark, the world's largest manufacturer of tissue products, to stop using ancient forest fiber for their tissue products.
4. Give them the cover letter, pledge form and factsheet that explains Kimberly-Clark's role in ancient forest destruction, and lists Kimberly-Clark's brands and alternatives.
5. Ask the manager or owner to sign the Forest Friendly 500 Pledge. Try to have them sign the pledge in front of you, rather than take it away for several days. This will increase your chance of getting a pledge form signed and not forgotten.
6. After they have signed the pledge, please send it by fax or mail to a Greenpeace office. This is important because we need to have a written record that a business has actually taken the pledge.

- Fax: 415.255.9227 for *U.S. businesses*

- Fax: 416.597.8422 for *Canadian*
  - Fax: 31205148151 for *international businesses*
  - By mail: Greenpeace Forest Friendly 500 Pledge, 75 Arkansas St., San Francisco, CA 94107 for *U.S. businesses*
  - By mail: Greenpeace Forest Friendly 500 Pledge, 250 Dundas St. W, Suite 605, Toronto, Ontario M5T 2Z5 for *Canadian or international businesses*
7. Finally and perhaps most importantly, please enter the contact information for the businesses that have taken the pledge in the online form at: **www.forestfriendly500.org/add** so we can publicize their pledges. You will need to get an user id to enter this information online. To get a user ID, please visit **www.forestfriendly500.org/user/register**. An ID and password will be emailed to you once you register. After we get your hard copy signed, the business will be listed on the website, and if they want, we will provide a link back to their website. We will also send them a certificate that they can put up in their place of business if their contact information is complete.
  8. And finally, ask the business manager or owner if they could send a letter to Kimberly-Clark conveying their concern over the company's continued destruction of ancient forests. A sample letter can be found in this action kit.
  9. Next step? Seek out other businesses!

### How the business benefits:

Greenpeace will recognize businesses that have made the pledge by having their commitment publicized in:

- A listing on the Forest Friendly 500 website, including a link to their business
- A listing in the Greenpeace membership e-newsletter
- A certificate that can be posted in the place of business
- A listing in a paid ad placed in a major newspaper after we have reached our goal.

### Need more information?

U.S. inquiries: Renata Silberblatt, via email: **renata.silberblatt@sfo.greenpeace.org**

Canadian and international inquiries: Christy Ferguson, via email: **canada@kleercut.net**



## Frequently Asked Questions:

*What if a business isn't currently using Kimberly-Clark products? Should I still approach them?*

Absolutely, our goal is to get businesses, large and small, customers of Kimberly-Clark or not, to take the pledge. It is important for Kimberly-Clark to know that they could lose both existing AND potential customers if they don't stop destroying ancient forests.

*When should I submit a business's name online at [www.forestfriendly500.org](http://www.forestfriendly500.org)?*

As soon a business signs a pledge form, please enter this business's information online. This allows us to approve the information and quickly get their name listed online, thereby increasing the pressure on Kimberly-Clark. To sign up a business online, you'll need a USER ID. Visit [www.forestfriendly500.org/user/register](http://www.forestfriendly500.org/user/register) to get one emailed to you.

*What happens if we sign up more than 500 businesses?*

Great, 500 is our goal, but we would love to surpass it. We're more than happy to change this initiative to the Forest Friendly 1000.

*Can I approach a business with other people?*

It always helps to have help – split up your list of businesses with friends, family and fellow activists. It will speed up the process and help you reach out to more businesses than you would be able to if you did it alone.

*What if a business doesn't want to be listed but still wants to take the pledge?*

Unfortunately, we can't accept them in our tally, but we hope that they will not use KC products. We can accept the business in our tally if they don't want to be in the newspaper ad, but still remain on the website.

*What if a business does not want to be listed in the paid ad?*

That is fine, we will not include their name in the full-page ad. Please let us know if that is the case.

*What more can a business do to help change Kimberly-Clark's ways?*

Send a letter to KC (see the sample letter), put Kleercut materials on display and get other businesses involved.



## -Background information-

Forest Friendly 500 Action Kit - March 2006 -  
[www.forestfriendly500.org](http://www.forestfriendly500.org)



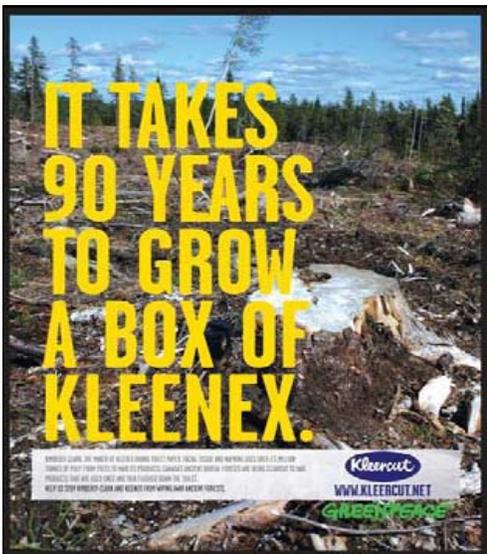
# Kimberly-Clark: Wiping away Ancient Forests

**Kimberly-Clark, the manufacturer of Kleenex**, one of the most well known tissue brands, is contributing to the destruction of North American ancient forests. Kimberly-Clark destroys ancient forests to make products that are then thrown away or flushed down the toilet. One of the forests Kimberly-Clark is impacting is the North American Boreal forest. The Boreal forest stretches from Alaska in the west to the eastern coast of Canada and represents 25 percent of the world's remaining ancient forest. This forest is irreplaceable; to Kimberly-Clark it is disposable.

## Who is Kimberly-Clark?

Kimberly-Clark, the largest tissue paper product manufacturer in the world, makes *Kleenex* brand facial tissue, toilet paper and napkins in Canada and the United States. And, they also make well-known brands such as: *Scott*, *Viva*, *Cottonelle*, *Surpass*, and *KC Professional*. KC Professional brand is the commercial line of products often used by institutions and businesses.

## Kimberly-Clark Uses Virgin Fiber Straight from Forests:



Globally only 29% of the pulp that Kimberly-Clark uses as raw material for its disposable tissue products (toilet paper, facial tissue, napkins and paper towels) comes from recycled sources. This low percent stands in contrast to tissue product manufacturers such as Cascades, North America's fourth largest tissue products manufacturer, which uses 97% recycled paper. The rest of Kimberly-Clark's pulp comes directly from trees. Much of this "virgin" fiber comes from destructive clearcut logging operations where cuts range up to 23,500 acres in size. The company has the ability to make a much higher percentage of its products from post-consumer recycled fiber, but chooses not to do so. In fact, many of its brands sold in grocery stores, such as Kleenex, are made from 100 percent virgin tree fiber, much of which comes from ancient forests like the Boreal forest.

## North America's Boreal Forest Pays the Price:

Less than 20% of the planet's original ancient forests are still intact. And the North American Boreal forest is one of the largest that remain. Its thick layers of moss, soil and peat form one of the world's largest land-based storehouses of carbon, and therefore, the Boreal plays a critical

role in fighting global warming pollution. The Boreal forest is also home to hundreds of wide-ranging wildlife species, including moose, caribou, lynx, bear and wolf. 50 percent of North American bird species nest in its forests and wetlands. Kimberly-Clark buys virgin fiber from logging companies operating in the Boreal forest in Ontario and Alberta.

## Greenpeace Kleercut Campaign:

In November 2004, Greenpeace and the Natural Resources Defense Council launched an international campaign asking Kimberly-Clark to:

1. End the use of virgin fiber from clearcut ancient forests and;
2. Use more recycled fiber in their tissue products.

The campaign has generated over 130,000 letters to Kimberly-Clark executives, and shareholders with over \$14 million worth of shares have asked the company to use more fiber from environmentally sound logging operations. For more information about the campaign and Kimberly-Clark's environmental record, please visit: [www.kleercut.net](http://www.kleercut.net)



# Forest Friendly 500 Pledge

As a business owner, it concerns me that 80% of the world's ancient forests have been degraded or completely destroyed. These ancient forests are critical for the production of clean drinking water and clear air. They are also the homes of forest-based cultures and millions of plant and animal species. Ancient forests stabilize our climate and help fight global warming pollution.



\_\_\_\_\_ believes in environmental stewardship and tries to minimize our impact on natural ecosystems, including forests, through our daily business practices.

We believe that is important for businesses to take a stand to protect the planet's remaining ancient forests by avoiding companies and products that contribute to the destruction of these precious ecosystems. As the Kimberly-Clark Corporation has been implicated in the loss of ancient forests, we pledge not to use any Kimberly-Clark products until the company commits to:

- Not source fiber from endangered forests;
- Greatly increase the use of recycled fiber, including post-consumer content, in all their tissue paper products;
- Only source virgin fiber from logging operations that have been certified to the standards of the Forest Stewardship Council.

**BUSINESS NAME:** \_\_\_\_\_

**CONTACT NAME (PRINT):** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

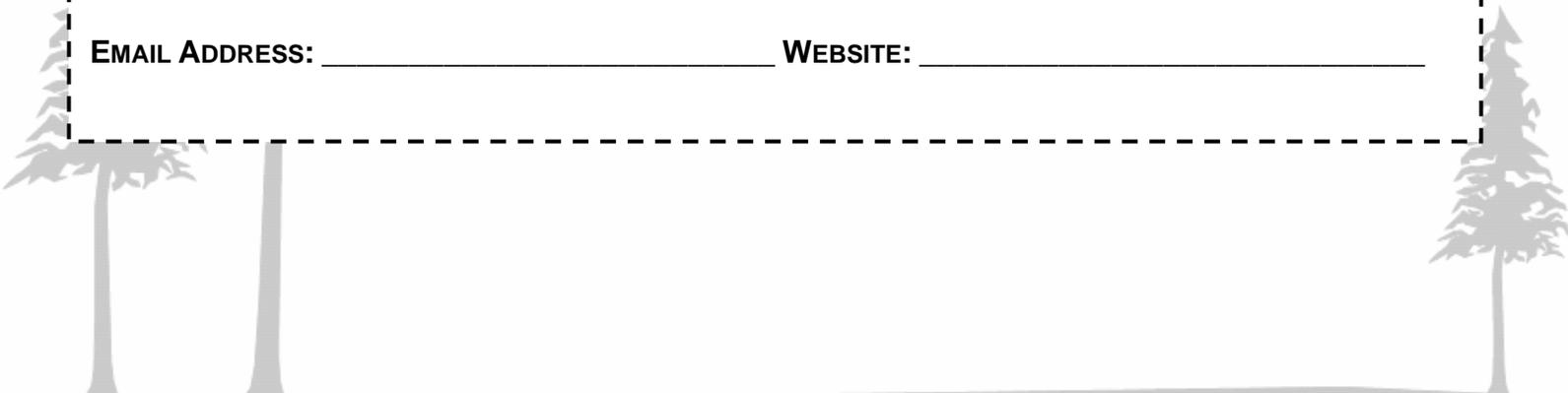
**SIGNATURE:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **CITY:** \_\_\_\_\_ **STATE/PROV.:** \_\_\_\_\_

**COUNTRY:** \_\_\_\_\_ **ZIP /POSTAL CODE:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_ **WEBSITE:** \_\_\_\_\_



Dear

I would like to ask for your help, as a business owner or manager, to protect ancient forests. Below are two simple steps that you can take to help Greenpeace preserve the last remaining ancient forests on the planet.

### **Step 1: Sign our Forest Friendly 500 Pledge**

The Forest Friendly 500 pledge is a Greenpeace initiative to provide a way for businesses to participate in protecting forests threatened by the Kimberly-Clark Corporation.

Kimberly-Clark, the manufacturer of the well-known Kleenex brand of tissue products, as well as tissue products sold under the brand names Scott, Cottonelle, Viva, Professional and Surpass, uses massive amounts of virgin fiber from ancient forests including North America's Boreal forest. Much of this fiber comes from destructive clearcut logging operations that have a devastating impact on forests and wildlife including grizzly bears, woodland caribou and migratory birds. To view some of the impacts of these logging operations please visit:

**[www.kleercut.net/en/theproblem](http://www.kleercut.net/en/theproblem)**.

Greenpeace and our campaign partner, the Natural Resource Defense Council, are asking Kimberly-Clark to reduce their impact on ancient forests by using more recycled fiber and by only using virgin fiber from logging operations that have been certified as environmentally-sound by the Forest Stewardship Council.

Globally, only 29% of the pulp that Kimberly-Clark uses for its disposable tissue products (toilet paper, facial tissue, napkins and paper towels) comes from recycled sources, and in North America none of this recycled material shows up in the products that are sold at grocery stores. This stands in contrast to many other tissue product manufacturers who are actively working to reduce their impact on ancient forests.

By signing the **Forest Friendly 500 Pledge**, your business will join other progressive businesses in communicating to Kimberly-Clark that you want them to take real steps to protect ancient forests. You will also be communicating that your business will consider not using their tissue paper products until Kimberly-Clark becomes forest friendly.

In return, Greenpeace will publicize your pledge in the following ways:

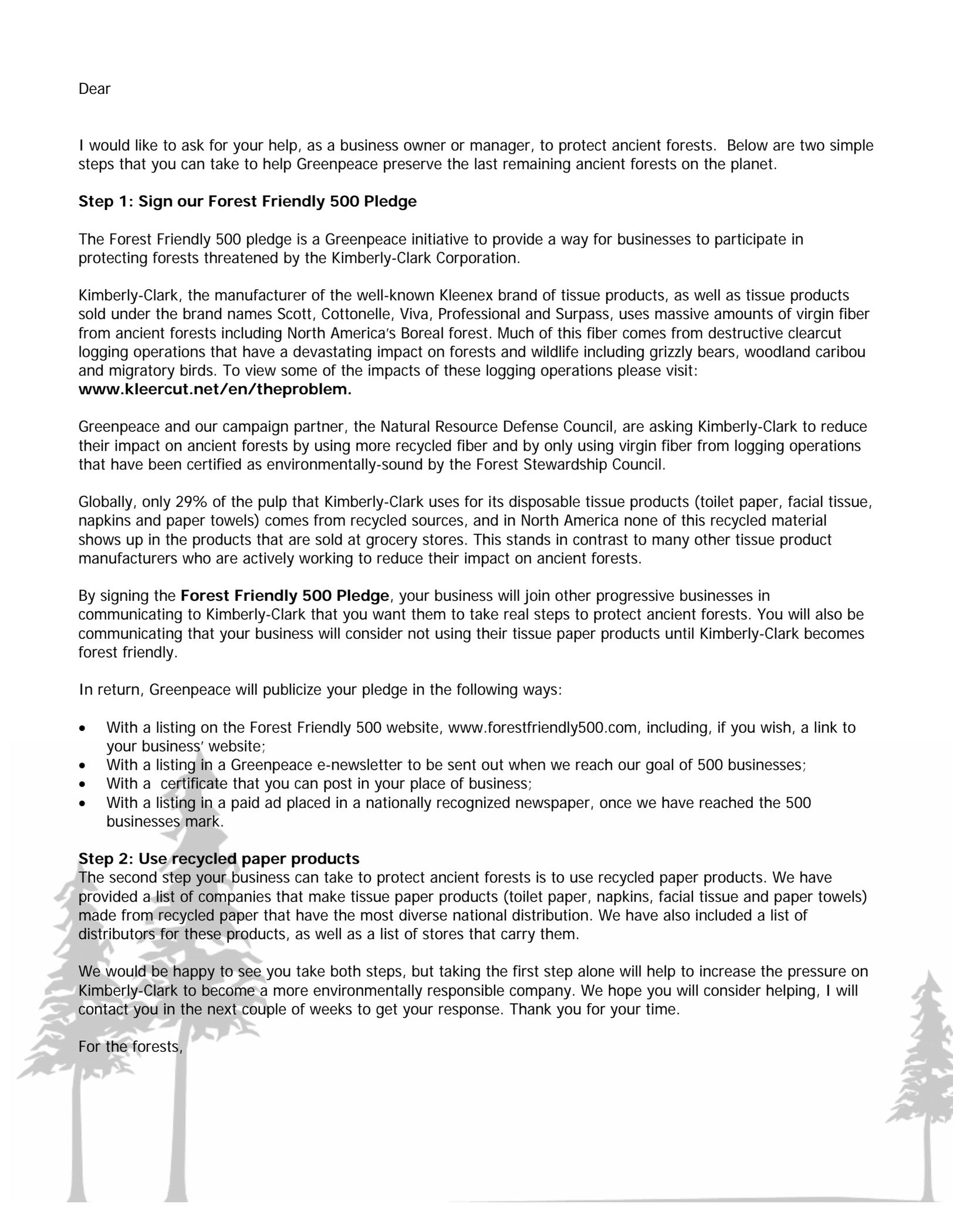
- With a listing on the Forest Friendly 500 website, [www.forestfriendly500.com](http://www.forestfriendly500.com), including, if you wish, a link to your business' website;
- With a listing in a Greenpeace e-newsletter to be sent out when we reach our goal of 500 businesses;
- With a certificate that you can post in your place of business;
- With a listing in a paid ad placed in a nationally recognized newspaper, once we have reached the 500 businesses mark.

### **Step 2: Use recycled paper products**

The second step your business can take to protect ancient forests is to use recycled paper products. We have provided a list of companies that make tissue paper products (toilet paper, napkins, facial tissue and paper towels) made from recycled paper that have the most diverse national distribution. We have also included a list of distributors for these products, as well as a list of stores that carry them.

We would be happy to see you take both steps, but taking the first step alone will help to increase the pressure on Kimberly-Clark to become a more environmentally responsible company. We hope you will consider helping, I will contact you in the next couple of weeks to get your response. Thank you for your time.

For the forests,



## Kimberly-Clark Away from Home\*/Commercial Products to Avoid:

### Facial Tissue

*KLEENEX Facial Tissue*  
*KLEENEX Boutique Facial Tissue*  
*KLEENEX FACIAL TISSUE JUNIOR*  
*SURPASS FACIAL TISSUE*

### Paper Towels

*KLEENEX C-fold paper towels*  
*KLEENEX SUPER SOFT TOWELS*  
*KLEENEX Multi-fold Towels*  
*KLEENEX Premiere Kitchen Roll Towels*  
*SCOTT Hard Roll Towels*  
*SCOTT Brand Kitchen Roll Towels*  
*SCOTT Jumbo Roll Kitchen Roll Towels*  
*TRADITION Hard Roll Towels*  
*TRADITION Multi-Fold Towels*  
*SCOTT 1000' Hard Roll Towels*  
*SCOTT Single Fold Towels*  
*SCOTT Multi-fold Towels*

### Bathroom Tissue

*KLEENEX COTTONELLE Bathroom Tissue*  
*KLEENEX COTTONELLE Coreless Standard Roll Bathroom Tissue*  
*KLEENEX Hygienic Bathroom Tissue*  
*KLEENEX Folded Bathroom Tissue*  
*SCOTT Coreless Standard Roll Bathroom Tissue*  
*SCOTT Coreless JRT Jr. Bathroom Tissue*  
*SCOTT Surpass*

### Napkins

*SCOTT Dinner Napkins*  
*SCOTT Dispenser Napkins*

### Seat Covers

*SCOTT Personal Seats*  
*WINDOWS Series-i Personal Seats Toilet Seat Cover*

### Wipers

*WYPALL Manufactured Rags*  
*WYPALL Wipers*  
*WYPALL Foodservice Towels*  
*KIMTECH Wipers*  
*KIMTECH SCIENCE KIMWIPES*

For information on other Kimberly-Clark products to avoid in the areas of apparel, soap, gloves, masks and dispensers, see : [www.kcprofessional.com](http://www.kcprofessional.com)

\*Term for commercial products sold to businesses and institutions



## Kimberly-Clark At Home\* /Consumer Products to Avoid:

### Facial Tissue

*KLEENEX Facial Tissue:*

*Everyday*

*Anti-viral*

*Splash 'n Go*

*Moist Cloth*

### Bathroom Tissue

*KLEENEX (Canada only)*

*SCOTT 1000 \*\**

*SCOTT Extra soft \*\**

*SCOTT Moist Wipes \*\**

*COTTONELLE: \*\**

*Aloe & E*

*Ripples*

*Ultra*

*Flushable Moist Wipes*

### Napkins

*KLEENEX DINNER*

*SCOTT \*\**

### Paper Towels

*SCOTT \*\**

*VIVA \*\**

*VIVA Job Squad \*\**

\*Products made for home use often sold at grocery, corner, big box stores and pharmacies.

\*\* These brand names are made by Scott Paper in Canada. Brand names under license to Kimberly-Clark.



## ***Tissue Paper Products Made with Recycled Paper Content***

Greenpeace staff have researched the many different recycled tissue brands in terms of post-consumer recycled paper content, availability and price. We found that many of the recycled tissue paper products were either less expensive than many of the Kimberly-Clark brands or comparable in price. Prices will vary depending on the where the products are purchased and the quantity.

Because businesses purchase their tissue paper products through a variety of ways, e.g. directly from the manufacturer, through a distributor, online or from a retailer, we have listed contact information in all these categories. The list is not exhaustive and may vary from region to region. The following list is also geared for the North American market, many of these brands and products will be available internationally though we can not guarantee this.

Please contact us with questions on how to purchase these products, and we will do our best to help you. We are not able to provide quotations of prices for tissue products. Please contact distributors and manufacturers directly.

\* The asterisked products are recommended by Greenpeace because of their high percentage of post consumer recycled content.

### **Recycled Paper Tissue Paper Product Brands**

#### **Bathroom Tissue**

##### **Away from Home /Commercial Brands:**

Atlantic Packaging Products: April Soft, Fiesta, Ambiance  
Bay West : Ecosoft, SIRRUS  
\*Cascades: New Horizon, Jubilee, North River, Décor, Perkins, various jumbo roll brands  
\*Marcal: Away from Home, Sunrise, Fluffy, Snow Lily, Millennia, Workforce Jumbo Roll  
Earth Friendly  
Georgia-Pacific : Envision  
Heron's Coreless Rolls  
\*Purely Cotton  
SCA: Tork, Coronet, Mainstreet, SIRRUS  
\*Seventh Generation

##### **At Home / Consumer Brands:**

\*Cascades: Pert, Best Value  
CVS: 1000  
Earth Friendly  
Georgia Pacific: Green Forest, Soft 'N Gentle  
\*Marcal: At Home, Oh So Soft, Recycled Bath Tissue, Sofpac  
Natural Value  
\*Purely Cotton  
\*Royal Paper: Earth First  
\*Planet  
\*Seventh Generation  
Trader Joe's  
\*Whole Foods: 365 Day Value

#### **Facial Tissue**

##### **Away from Home/Commercial Brands:**

Bay West : Ecosoft



- \*Cascades: North River, New Horizon, Décor
- Georgia Pacific: Acclaim
- \*Marcal: Marcal, Fluff Out, Hankies
- \*Purely Cotton
- \*Seventh Generation

**At Home / Consumer Brands:**

- Green Forest
- \*Marcal: Marcal, Fluff Out, Hankies
- \*Purely Cotton
- \*Seventh Generation
- Trader Joe's

**Paper towels**

**Away from Home / Commercial Brands:**

- Bay West : Ecosoft (rolls and folded), SIRRUS (kitchen rolls)
- \*Cascades: North River, Décor, (Center-pull, folded, rolls)
- Earth Friendly
- Firststar : Meadowlark (rolls, folded)
- Georgia Pacific: Cormatic (brown-color rolls), BigFold (C-fold), Envision (folded)
- \*Marcal (rolls and folded)
- Quill
- SCA: Tork (roll and folded), Coronet ( rolls, folded), Mainstreet (rolls, folded), Park Avenue Ultra (rolls, folded), Mini-Tork (center-feed), M-Tork Plus (center-feed), Coronet (center-feed, kitchen roll)
- \*Seventh Generation

**At Home / Consumer Brands:**

- Atlantic Packaging: Atlantic, Fiesta
- \*Cascades: Best Value, Pert
- Earth Friendly
- Georgia Pacific: Green Forest, Mardi-Gras, So-Dri
- \*Marcal
- Natural Value
- Planet
- \*Seventh Generation
- Trader Joe's
- \*Whole Foods: 365 Everyday Value

**Napkins**

**Away from Home/Commercial Brands:**

- \*Cascades: beverage, north river, serv-right (dispenser)
- Georgia Pacific: Envision dinner
- \*Marcal : Bella Dinner, Marcal Recycled
- SCA: Mainstreet (dispenser, beverage), Coronet (beverage, lunch, dinner), Park Avenue Ultra (Dinner, custom print)
- \*Seventh Generation

**At Home / Consumer Brands:**

- Georgia Pacific: Green Forest, Mardi-Gras, Zee
- \*Marcal: Bella Dinner, Marcal
- Natural Value
- Princess Paper: Imperial



- \*Royal Paper: Earth First
- \*Seventh Generation
- \*Whole Foods: 365 days

### **Wipers**

Cascades: Busboy

### **Toilet seat covers**

Hospital Specialty : Health Gards® "GREEN" Toilet Seat Covers  
Ecosoft

### **Recycled Tissue Paper Manufacturers**

Bay West Paper Co.: Tel: 800-723-0001, website: [www.baywestpaper.com](http://www.baywestpaper.com)  
 Cascades Tissue Group: Tel: 800-246-0711, website: [www.cascades.com](http://www.cascades.com)  
 Earth Friendly: Tel: 800-335-ECOS (3267), website: [www.ecos.com](http://www.ecos.com)  
 Georgia Pacific: Tel: 888-478-4778, website: [www.gp.com](http://www.gp.com)  
 Marcal Paper Mills : Tel: 201-796-4000, website : [marcalpaper.com](http://marcalpaper.com)  
 Natural Value: website: [www.naturalvalue.com](http://www.naturalvalue.com)  
 Princess Paper : tel : 323-588-4777, website : [princesspaper.com](http://princesspaper.com)  
 Purely Cotton: Tel : 877-268-8664, website : [www.purelycotton.com](http://www.purelycotton.com)  
 SCA Tissue : tel : 866-722-6659, website : [www.scatissue.com](http://www.scatissue.com)  
 Seventh Generatio : Tel : 800-456-1191, website: [www.seventhgen.com](http://www.seventhgen.com)

### **Distributors**

Atlantic Earth Works, Tel : 410-747-7314 Gulf Coast Paper : can order online or by catalog, website : [www.gulfcoastpaper.com](http://www.gulfcoastpaper.com)  
 Quill Corporation, Tel: 800-789-1331 for phone orders, website: [www05.quillcorp.com/](http://www05.quillcorp.com/)  
 Treecycle Recycled Paper, Tel : 406- 586-5287Address: P.O. Box 5086, website: <http://www.treecycle.com>

### **Internet suppliers**

[www.greenlinepaper.com](http://www.greenlinepaper.com)  
[www.greenwoodcs.com](http://www.greenwoodcs.com)  
[www.treeco.com](http://www.treeco.com)  
[www.gulfcoastpaper.com](http://www.gulfcoastpaper.com)  
[www.shopnatural.com](http://www.shopnatural.com)

### **Retail Stores & Online**

Office Depot: Tel: 800-685-8800, website: [www.officedepot.com](http://www.officedepot.com), sells: Marcal bathroom tissue, folded towels, facial tissues, paper towels, napkins  
 Office Max: Tel: 800-788-8080, website: [www.officemax.com](http://www.officemax.com), sells: Marcal bathroom tissue, folded towels, facial tissues, paper towels, napkins  
 Staples: Tel: 800-333-3330, Website : [www.staples.com](http://www.staples.com), sells : Marcal bathroom tissue, facial tissues, napkins and paper towels

