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“Helping Cool Earth to halt tropical deforestation makes a real difference. Perhaps the biggest difference we will make in our whole lives” Sir David Attenborough



Office Club has partnered with Cool Earth to create a game changing new product that supports the charity work on the frontline in the rainforests. Cool Earth works alongside indigenous villages to halt rainforest destruction, putting local people back in control, giving them the resources needed to keep their forest intact. This is not just another “green product” put out there to make you feel good. It is an approach that research proves to be the most effective way of keeping rainforest standing. Their homes are now on the front line of deforestation. They have the most to lose from deforestation.

Cool Earth Paper protects rainforest most at risk, and which would otherwise be destroyed within 18 months

Cool Earth recently started working with 16 Asháninka villages in Peru’s Ene Valley. This valley is one of the world’s most at-risk areas, with illegal logging and coca destroying the forest.

Satellite imagery shows that Cool Earth’s Asháninka partners have lost less than 1% of their forest, compared to the regional rate of 28%. With similar projects in the Democratic Republic of the Congo and Papua New Guinea, this paper really is saving trees.

The protected forest forms a shield to make millions of acres of neighbouring forest inaccessible to loggers. Cool Earth only works with villages that approach them. The villages decide how funds are spent and they drive the partnership. By enabling their partners to build better schools, better clinics and better incomes, Cool Earth ensures rainforest protection goes hand in hand with better lives.

The mill where it is produced also has a story to tell

Cool Earth Paper is produced in the EU from forests specifically grown for this purpose using low carbon biomass power. The Kymi pulp mill produces biomass based electricity, biochemicals, soap and crude tall oil as a production residue. The mill generates more energy than it uses. The surplus electricity is sold to the national grid. The UPM Kymi mill used is located along the River Kymi in Kouvola, in South East Finland. The integrated Kymi mill includes a pulp mill and a fine paper mill.

PEFC and EU Ecolabel certified

Cool Earth Paper is PEFC certified, an international non-profit, non-governmental organization dedicated to promoting Sustainable Forest Management (SFM) through independent third-party certification.

Additionally the production process has achieved the EU Ecolabel, which recognises the product as having a reduced environmental impact throughout its life cycle, from the extraction of raw material through to production, use and disposal. Recognised throughout Europe, EU Ecolabel is a voluntary label promoting environmental excellence which can be trusted.

