

A man with glasses, wearing a dark jacket and boots, is sitting on a mossy log in a forest. He is smiling and looking towards a campfire on the right. An axe is stuck into the log next to him. The background is a dense forest of tall evergreen trees.

# This bright white office paper makes a **green** statement

Get to know the  
**Multicopy range**

Our story:  
**Respect is key**

MYTHS AND FACTS:  
**The Nordic  
forest**







# Respect is key

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Choosing a sustainable, high quality paper helps you to both do good and look good. Since there is even more to Multicopy than being problem free, bright white and a perfect base for amazing print in all office machines – it makes you feel good as well.

For us, the way we choose to produce and develop the optimal office paper is a matter of respect. Respect for the environment, respect for your company sustainability targets and respect for healthy Nordic forests. Respect for the

time and effort put in by the people producing, selling and buying Multicopy, and for all the long, hard hours invested in the document that is being printed. And much like a true “people person”, Multicopy respectfully enjoys every kind of company. Our paper embraces your words, numbers and images and brings out the very best in each of them.

Multicopy ticks all the boxes and is the only office paper you need.

It's **The Paper**



Printed on Multicopy, 160 g/m<sup>2</sup>  
Multicopy, Multicopy Zero and Multicopy Presentation  
are registered trademarks by **Stora Enso**

# All great things come in threes

## The Multicopy range

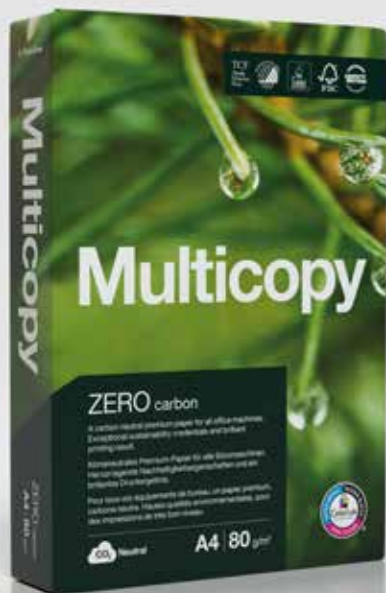


Read all about the  
specific benefits of  
Multicopy, Multicopy  
Zero and Multicopy  
Presentation in the  
corresponding leaflet.



### Multicopy

**EXCELLENT RUNNABILITY AND A GREEN CONSCIENCE.** Multicopy is the perfect choice when you wish to combine an excellent printing result with a green conscience. Multicopy works superbly in all types of laser and inkjet printers and copiers. The ColorLok® label ensures an exceptional print result – in colour as well as in black and white. Every single sheet is vacuum-cleaned to prevent dust from causing jams and other problems. Multicopy can be used for all sorts of documents and is ideal for preprint.



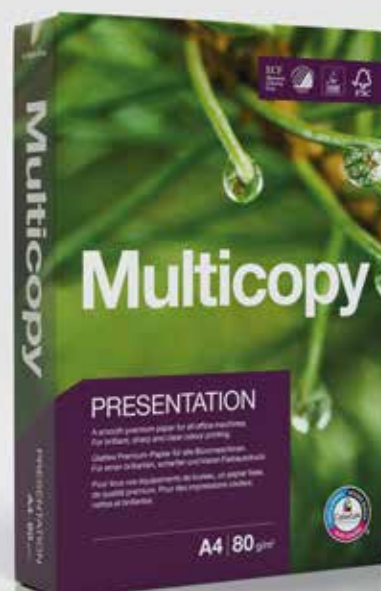
## Multicopy Presentation

BRILLIANT, SHARP AND CLEAR COLOUR PRINTING. Multicopy Presentation is a premium paper offering perfect sharpness and clarity to every detail and nuance. This is due to its extremely smooth surface and to the ColorLok label; ensuring exceptional print result in colour as well as in black and white. This paper is the natural choice for all types of colour printers and copiers – perfectly suited for images, graphs and graphics. Every single sheet is vacuum-cleaned to prevent dust from causing jams and other problems. This is the smooth paper with superb sustainability credentials.

## Multicopy Zero

ZERO CARBON IMPACT AND EXCELLENT RUNNABILITY. Multicopy Zero is carbon neutral. This means, that the emissions generated during manufacturing and distribution has been compensated. Multicopy Zero thereby contributes to the fulfillment of the user's sustainability targets. In addition to these extraordinary sustainability credentials, this paper offers unfailing and consistent printing quality. Every single sheet is vacuum-cleaned to prevent dust from causing jams and other problems. Thanks to its outstanding environmental standards, excellent runnability and overall quality, Multicopy Zero is a sensible and sustainable choice for all office machines.

Read more about this unique product and the compensation of emissions in the **Multicopy Zero brochure** or at [storaenso.com/multicopy](https://storaenso.com/multicopy)









# The people: What matters most

It's the people who work with Multicopy that make it come to life. From the forest worker harvesting the trees and the mill worker producing the paper, to the sales person selling it onward and the wide variety of end users filling the bright white sheet with words, numbers and images.

You can rely on Multicopy. It is made to satisfy your every need and make your working day as stress free and rewarding as possible. It flows through your machine without any hassle, saving you both time and money. By providing high quality paper with excellent print results that last for 150 years (ISO 9706) we help you to increase the effectiveness of your efforts and promote yourself better than ever before. Our high

sustainability standards not only help you to achieve your company targets concerning emissions, but also the ones you set for yourself. Multicopy works perfectly in all office machines and comes in a wide range of sizes and grammages. Rest assured – Multicopy is the only office paper you need to sell, buy and use.





# The mill: Where it all happens

This is Nymölla Mill in the south of Sweden where Multicopy has been produced since 1977. It's a fully integrated mill where we make pulp and paper at the same site. Since we source the raw materials close by, we can minimise the impact of distribution on the environment. Also, the surplus heat from the mill supplies the district heating network in the area. These actions are part of the process of making a paper with exceptional sustainability credentials.

But it doesn't stop here. The production causes no CO<sub>2</sub>-emissions and most of the paper in the Multicopy range is bleached using a totally chlorine free method – ensuring that you can buy a bright white paper with a green conscience. A paper that gives you excellent print results in colour as well as in black and white thanks to a smooth surface, great opacity and the Color-Lok-technique. Here at the mill we vacuum clean every single sheet to prevent dust from causing irritating paper jams. This is where we create a fantastic range of grammages and sizes – in different packing solutions – to make sure you or your clients, find exactly what you need from one source.















# The raw materials: Wood from our hood

Pine trees and spruces. Moss, lingonberries and hepaticas. The Nordic forest is both mystical and fresh, calm and exciting and it's the soul of the Multicopy brand.

We care a great deal for the wellbeing of the "natural habitat" of Multicopy and practice sustainable forest management by replanting 2–3 trees for each one cut down. Multicopy is manufactured at Nymölla Mill using only renewable raw materials. Most of this material is from wood cut down as part of forest thinning work and wood chips from local sawmills. The main part of the fibre is sourced within a 100 km radius of the mill, allowing us to minimise the environmental impact of transportation.

Since it is important for Stora Enso to establish the origin of the wood, traceability is vital. We employ a traceability system to ensure that the raw materials meet our standards. Nymölla Mill holds Chain-of-Custody certification in line with the FSC®, and Multicopy is available as FSC labelled.









# Some labels do count for something

Green is the colour of the Multicopy brand. And it's not just because it looks good. Out of the many benefits of Multicopy, its outstanding sustainability credentials are number one. Our brand and the Nymölla Mill hold several environmental certificates. The resources Stora Enso put into achieving and maintaining these certificates is a token of our care for the environment and for keeping your conscience green. Again, it's about respect.



## **Nordic Ecolabel (Swan)**

The Nordic Ecolabel "Swan" is the official eco-label of the Nordic countries. It covers the whole lifecycle of the product – from raw materials to waste. It takes into account the energy and resource consumption as well as emissions to water and air.



## **EU Ecolabel (EU Flower)**

The EU Flower is the ecolabel used by the European Union. It is aimed at making it easier for consumers to identify products with high standards in terms of the environment, function and quality. It covers the whole lifecycle of the product, from raw materials to waste.



## **FSC®**

The Forest Stewardship Council is an organisation dedicated to promoting responsible forestry. The FSC label ensures that the forest raw materials used are from legal, responsibly harvested and verified sources.



## **CarbonNeutral®**

Our unique paper Multicopy Zero is carbon neutral and holds the certification from Natural Capital Partners. The greenhouse gas emissions generated through the production of Multicopy Zero and its transportation to the end user, are offset to net zero through the purchase of high quality carbon credits. Read more about carbon neutrality in our brochure "Multicopy Zero – paper with a mission" and on [www.carbonneutral.com](http://www.carbonneutral.com)



## **TCF – Totally Chlorine Free**

The pulp used in the production of Multicopy is Totally Chlorine Free (TCF). The eco friendly bleaching agents used are oxygen, sodium hydroxide, hydrogen peroxide and per acetic acid.



# Profoundly apparent: ColorLok® guarantees amazing print results

The Multicopy range carries the ColorLok Technology label. A paper carrying this label will fix the ink pigments on the surface of the paper, while the body of the paper rapidly absorbs the fluid. This results in improved opacity for coloured and black elements, shorter drying time and sharp lettering.



ColorLok makes the surface immobilize the pigments instantly. This way, the printed surface dries faster. Since printouts are dry almost as soon as they leave the printer, smearing and blurring are problems of the past. A modern inkjet printer is both fast and accurate. By using ColorLok paper you will get the most out of your office machines and amazing print results.

To learn more about ColorLok, please visit  
[www.colorlok.com](http://www.colorlok.com)

## Explore the forest's pantry

The Swedish forest hides quite a few delicacies. Here's a short list of what you can try out if you come visit.

### Spruce tips

The intensely green buds are packed with vitamin C. Dry the tips to make tea, use them as seasoning or as a replacement for basil in pesto.

### Chanterelles

This little mushroom is the "gold of the forest". Give them a toss in a buttered pan and enjoy on toast. Simplicity at its best.

### Blueberries and lingonberries

In the south of Sweden you can pick wild blueberries in July. The lingonberries are ripe in August. The lingonberry jam is an essential accompaniment to our famous meatballs and many other Swedish dishes.





**57%**  
of Sweden's land area  
is covered in forest.  
That equates to an area  
the size of the whole U.K.

Source: Sveaskog.se

## The Right of Public Access

Camp for one night, hike or go mushroom-picking. In Sweden you are allowed to do that, unless there are signs or regulations saying you may not. We call it "Allemansrätten" and the direct translation is "Everyman's right". It defines the public's right to access certain public or privately owned land for recreation and exercise. There are, however, some things you can not do, hunting and fishing are two of them. Also, you need to act responsibly. You can learn more online – at [swedishepa.se](https://www.swedishepa.se)

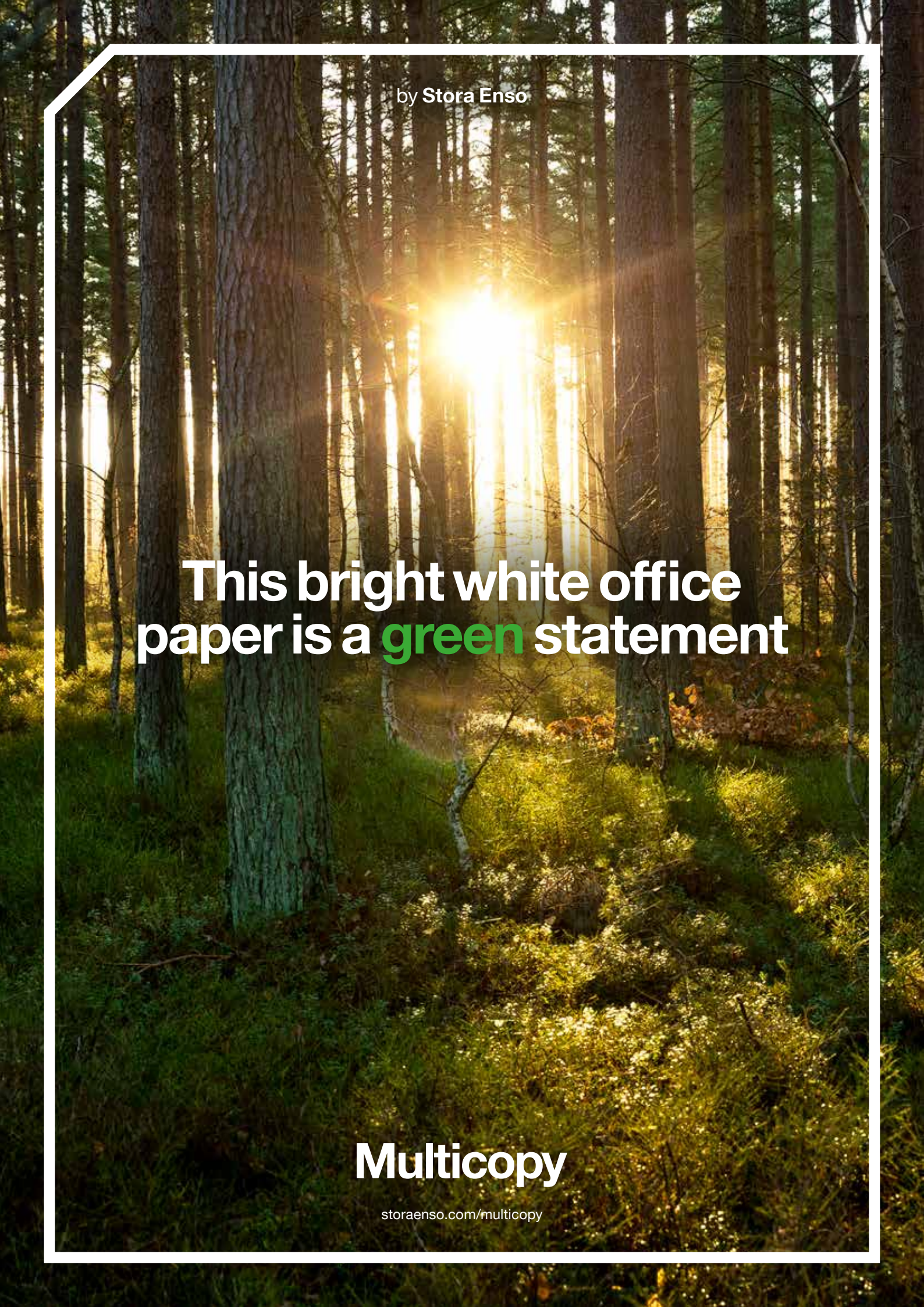


## Hulder – a seductive forest creature

A hulder, is one of the mystic characters in the Scandinavian Folklore. She is a seductive forest creature and her name is derived from a root meaning "covered" or "secret". A tale recounts how a woman had washed only half of her children when God came to her cottage; ashamed of the dirty ones, she hid them. God decreed that those she had hidden from him would be hidden from humanity; they became the huldres. In Sweden we also call her Skogsrå or Tallemaja. She is fair and beautiful, but wild and has a long cow-tail which she hides behind her back upon meeting a human. The hulder is a flirtatious young girl who is neither good nor evil.

Source: Wikipedia.com, listverse.com





by Stora Enso

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