

Nordic Ecolabelling for  
**Copy and printing paper**



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# Content

What is Nordic Swan Ecolabelled copy and printing paper?	3
Why choose the Nordic Swan Ecolabel?	3
What can carry the Nordic Swan Ecolabel?	4
How to apply	4
1 Environmental requirements	6
2 Quality and regulatory requirements	7
Regulations for the Nordic Ecolabelling of products	9
Validity of the criteria document	9
Appendix 1 Information about the paper	
Appendix 2 Marketing of ecolabelled copy and printing paper - removed appendix	

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This document is a translation of an original in Swedish. In case of dispute, the original document should be taken as authoritative.

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## Addresses

In 1989, the Nordic Council of Ministers decided to introduce a voluntary official ecolabel, the Nordic Swan Ecolabel. These organisations/companies operate the Nordic ecolabelling system on behalf of their own country's government. For more information, see the websites.

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## What is Nordic Swan Ecolabelled copy and printing paper?

The Nordic Swan Ecolabel is an official eco-label with absolute requirements. Nordic Swan Ecolabelled papers have less impact on the environment than most other papers in their product groups and the Nordic Swan Ecolabel signifies that the product fulfils strict environmental requirements.

This means that the paper has minimum environmental impact with regard to production, use and waste. This is achieved by using certified raw materials, by limiting the use of environmentally harmful chemicals, by producing low emissions to air and water and by reducing energy consumption.

Nordic Ecolabelling's environmental requirements provide individual manufacturers guidance on how they can contribute to the development of an ecologically sustainable society.

The Nordic Swan Ecolabel on a paper product confirms that resources have been used efficiently and that environmentally suitable production methods have been employed. The raw materials used in the product have been evaluated by Nordic Ecolabelling and only raw materials of the highest quality in environmental terms may be used in Nordic Swan Ecolabelled products.

## Why choose the Nordic Swan Ecolabel?

- The Nordic Swan Ecolabel is a performance standard with absolute requirements.
- The Nordic Swan Ecolabel is a cost-effective and simple means of communicating environmental work and commitment.
- The Nordic Swan Ecolabel enjoys high credibility and familiarity in the Nordic countries. Recognition of the Nordic Swan Ecolabel in 2010 was 98% in Sweden, 95% in Norway, 88% in Finland, 93% in Denmark and 73% in Iceland.
- Environmental issues are complex. It can take a long time and extensive resources to gain an understanding of a specific area. Nordic Swan Ecolabelling facilitates this work.
- The Nordic Swan Ecolabel also sets requirements on quality and recyclability. This means that a Nordic Swan Ecolabel licence can also be seen as a mark of quality.
- A Nordic Swan Ecolabel allows manufacturers to communicate to purchasers in the public and private sector that the manufacturer is environmentally conscious.

## What can carry the Nordic Swan Ecolabel?

The product group of copy and printing paper includes the following types of paper:

Wood-based and wood-free unconverted copying and printing paper that is made from chemical and/or mechanical pulp and/or recycled fibre for writing, printing and copying.

The following boards made from chemical and/or mechanical pulp and/or recycled fibre can also be Nordic Swan Ecolabelled.

Cardboard: Solid bleach board (SBB), solid bleached sulphate (SBS) and solid unbleached board (SUB).

Folding boxboard (FBB)

White lined chipboard (WLC)

Only paper with a distinct trade name can be ecolabelled. Paper with a trade name that may appear on both ecolabelled and non-ecolabelled paper is not eligible for Nordic Swan Ecolabelling.

These criteria do not apply to tissue paper, greaseproof paper, coffee filters, cardboard (other than the aforementioned), kraft paper or sack paper.

This criteria document may also be used to document that the paper fulfils the environmental requirements for paper that is used for Nordic Swan Ecolabelled printed matter.

## How to apply

### Application and costs

For information about the application process and fees for this productgroup, please refer to the respective national web site. For addresses see page 2.

### What is required?

The application must consist of an application form/web form and documentation showing that the requirements are fulfilled.

Each requirement is marked with the letter R (obligatory requirement) and a number. All requirements must be fulfilled to be awarded a licence.

The text describes how the applicant shall demonstrate fulfilment of each requirement. There is an icon in the text to make this clearer:

 Enclose

All information submitted to Nordic Ecolabelling is treated confidentially. Suppliers can send documentation directly to Nordic Ecolabelling, and this will also be treated confidentially.

### Licence validity

The ecolabel licence is valid providing the criteria are fulfilled and until the criteria expire. The validity period of the criteria may be extended or adjusted, in which case the licence is automatically extended and the licensee informed.

Revised criteria shall be published at least one year prior to the expiry of the present criteria. The licensee is then offered the opportunity to renew their licence.

### On-site inspection


In connection with handling of the application, Nordic Ecolabelling normally performs an on-site inspection to ensure adherence to the requirements. For such an inspection, data used for calculations, original copies of submitted certificates, test records, purchase statistics, and similar documents that support the application must be available for examination.

### Queries

Please contact Nordic Ecolabelling if you have any queries or require further information. See page 2 for addresses. Further information and assistance (such as calculation sheets or electronic application help) may be available. Visit the relevant national website for further information.

- 1 **Environmental requirements** Are the requirements met?
- R1 **Information about the paper** Yes  No   
 Specify the name of the paper manufacturer.  
 Specify the trademark/trade name of the product, grade and weight (g/m<sup>2</sup>). Is the paper sold in sheets or on rolls? The information can be provided using Appendix 1 in this document.
-  Overview of the above points. Appendix 1 can be used for documentation purposes. Representative product samples are to be supplied upon request from Nordic Ecolabelling. Appendix no. \_\_\_\_\_
- R2 **Basic and chemical modules (ver. 2)** Yes  No   
 Specify whether the paper/pulp quality has already been approved by Nordic Ecolabelling in accordance with the basic module and the chemical module.  
 If yes, state when and by which secretariat.  
 If no, all the requirements in the basic module and the chemical module must be fulfilled.  
 The documentation required from the pulp and paper mill are to be submitted with the aid of the electronic application aid on My Swan Account.
-  Overview of the above points. Appendix no. \_\_\_\_\_
- R3 **Energy requirements copy and printing paper** Yes  No   
 Maximum total electricity and fuel scores for Nordic Swan Ecolabelled copy and printing paper.  

$$P_{\text{electricity(total)}} < 1.15$$

$$P_{\text{fuel(total)}} < 1.15$$
 The energy score is calculated with the aid of a technical description of the production processes, where the energy consumption is compared to reference values for production. A more detailed description of documentation requirements and calculation methods is provided in version 2 of the basic module, in which  $P_{\text{electricity}}$  and  $P_{\text{fuel}}$  are also defined.  $P_{\text{electricity(total)}}$  and  $P_{\text{fuel(total)}}$  include the energy scores from production of both paper and the constituent pulps.
-  Calculations in accordance with Appendix 2 of the basic module (version 2) showing compliance with the limit values. Nordic Ecolabelling also provides a spreadsheet that is to be used for these calculations. Appendix no. \_\_\_\_\_
- R4 **Energy requirements for special paper and niche products** Yes  No   
 Maximum total energy score for the production of special paper and niche products:  

$$P_{\text{electricity(total)}} < 1.25$$

$$P_{\text{fuel(total)}} < 1.25$$
 Definition of special paper and niche products:  
 The production of special paper/niche products must fulfil the following conditions:
1. Production capacity must not exceed 10 tonnes/day, based on annual figures.
  2. Production quantities must not exceed 10 tonnes/day, based on annual figures.

3. Production requires the paper machine's pump system to be emptied so often that the resetting time (time required to change paper quality) is at least 7% of the net production time.

If this exemption rule is used for a paper mill or integrated mill, the emission figures for other paper or pulp production must not include emissions that stem from one or more paper making lines included in this special paper production.

This exemption may only be used for paper making lines that fulfil items 1, 2 or 3. This exemption rule may not be used as part of the calculation of the mean value for various paper making lines.

$P_{\text{electricity(total)}}$  and  $P_{\text{fuel(total)}}$  include the energy scores from paper production and the pulps that are used. A more detailed description of how the energy scores are calculated is provided in the basic module (version 2).



Calculations, performed according to Appendix 2 of the basic module (version 2), demonstrating compliance with points score limits.

Appendix no. \_\_\_\_\_

## 2 Quality and regulatory requirements

### R5 Marketing

The requirement is removed as decided by the Board of Directors 17 November 2014.

Are the requirements met?

### R6 Take-back system

The Nordic Ecolabelling's Criteria Group decided on the 9 October 2017 to remove this requirement.

### R7 Laws and regulations

The licensee must guarantee adherence to safety regulations, working environment legislation, environmental legislation and conditions/concessions specific to the operations at all sites where the Nordic Swan Ecolabelled paper is manufactured.

Yes  No

No documentation is required, but Nordic Ecolabelling may revoke the licence if the requirement is not fulfilled.

### R8 Quality and environmental assurance

The applicant is responsible for ensuring that the quality of the Nordic Swan Ecolabelled product is maintained throughout the period of validity of the licence.

Yes  No

If the paper manufacturer applies for or holds a Nordic Swan Ecolabel licence, this requirement on environmental and quality assurance shall be documented using the basic module (version 2), requirements R5-R6.

If the applicant or licensee is not the paper manufacturer, the following shall be fulfilled:

- All requirements in the ecolabelling criteria that are relevant for the licence applicant are being met and that they are verifiable during the validity period of the licence.
- The Nordic Swan Ecolabelled product can be traced throughout the entire production process from raw material to finished product.
- Unforeseen non-conformities or planned changes in production, which may affect the product's ability to fulfil the ecolabelling

requirements, are reported to Nordic Ecolabelling without delay.

- The licence applicant shall have a written permission from Nordic Ecolabelling before carrying out any changes that may be of relevance for the fulfilment of the ecolabelling requirements. Examples of such changes are a change of recipe (pulp mixture), exchanging raw materials and new production methods.
- A person in the organization is assigned the responsibility and authority to guarantee that the requirements of the ecolabelling criteria are fulfilled.
- A contact person, responsible for reporting to Nordic Ecolabelling, is appointed.



The requirements on environmental and quality assurance are documented using Appendix 5 of the basic module (version 2).

Appendix no. \_\_\_\_\_



## Regulations for the Nordic Ecolabelling of products

When the Nordic Swan Ecolabel is used on products the licence number shall be included.

More information on graphical guidelines, regulations and fees can be found at [www.svanen.se/regulations/](http://www.svanen.se/regulations/) or at [www.nordic-ecolabel.org/regulations/](http://www.nordic-ecolabel.org/regulations/)

### Validity of the criteria document

Nordic Ecolabelling adopted version 4 of the criteria for copy and printing paper on 22 June 2011. The criteria are valid until 30 June 2014.

On 15 May 2013, the Secretariat Manager Meeting decided to prolong the validity of the criteria with two years. The new version is called 4.1 and it is valid until 30 June 2016.

On 5 November 2015 the Nordic Ecolabelling board decided to prolong the validity of the criteria document with three years. Some minor editorial changes were also introduced. On 17 November 2014 the Board of Directors decided to remove requirement R5 Marketing. The new version is called 4.2 and it is valid until 30 June 2019.

On the 9 October 2017 Nordic Ecolabelling's Criteria Group decided to remove K6 Take-back system. Furthermore the Nordic Ecolabelling's Criteria Group decided on the 14 December 2017 to prolong the criteria with 18 months to the 31 December 2020. The new version is called 4.3.

Nordic Ecolabelling's Criteria Group decided on the 12 November 2019 to prolong the criteria with 12 months to the 31 December 2021. The new version is called 4.4.

Nordic Ecolabelling decided on the 1 June to prolong the criteria with 6 months to the 30 June 2022. The new version is called 4.5.

Nordic Ecolabelling decided on the 28 June 2022 to prolong the criteria with 6 months to the 31 December 2022. The new version is called 4.6.

## Appendix 1 Information about the paper

### GENERAL INFORMATION

Name of licensee/applicant: \_\_\_\_\_

Address: \_\_\_\_\_

Name of paper manufacturer: \_\_\_\_\_

### INFORMATION ON THE PAPER

Trade name: \_\_\_\_\_

Grade: \_\_\_\_\_

At least one of the following types must be checked:

- Office paper for:
- Copy paper
  - Laser
  - Four-colour copying and ink-jet
  - Coloured paper
  - Labels
  - Other: \_\_\_\_\_

- Graphic paper for:
- Digital printing
  - Offset
  - Cardboard
  - News print
  - Other: \_\_\_\_\_

Weight (g/m<sup>2</sup>) \_\_\_\_\_

Is the paper sold in sheets or on rolls? \_\_\_\_\_

Sheet size (smallest, greatest): \_\_\_\_\_

Coating: The paper is  Coated  Uncoated

Archive grade (voluntary information):

Does the paper fulfil ISO 9706 (Information and documentation -  
Paper for documents – Requirements for permanence)?

Yes  No

Other aspects (e.g. runnability or printability) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Appendix 2 Marketing of ecolabelled copy and printing paper

The appendix is removed as decided by the Board of Directors 17 November 2014.