

Think you know paper?

BY STEVE TINNISWOOD



Today's Seminar

- ❏ About Steve & EBB
- ❏ Fun Facts & Myth busting
- ❏ From the seed to the copier machine
- ❏ Sustainability & The secret ingredient
- ❏ Is the GSM important
- ❏ Recycled vs Non recycled
- ❏ The Market
- ❏ The correct supplier
- ❏ How to save /Buying Methods
- ❏ Questions?



About us

EBB PAPER

- ✈ Formed 1922
- ✈ Family run
- ✈ 12 branches UK Wide
- ✈ 95 vehicles
- ✈ 1,000+ deliveries per day
- ✈ 2023 Turnover - £217.5 million
- ✈ 280 employees



STEVE TINNISWOOD

- ✈ 33 Years experience Paper and forestry product industry
- ✈ Divisional Sales manager –specialising in the education sector
- ✈ Cut Size specialist

Lets talk paper..

📌 How much paper does the UK use?

About 12.5 million tons of paper each year. That's is the weight of over 5 million cars

📌 The trees to produce this amount of paper would cover 21,000 square km, roughly the size of Wales

📌 20% of waste in the UK is a paper product

📌 When was paper invented?

Paper was invented over 2000 years ago. The English word 'Paper' comes from an Egyption word 'papyrus'. Papyrus is a plant that was used for hieroglyphics.

📌 Paper is one of the worlds most recycled material. In the UK over 78% of paper is recycled



THE MYTH



**‘making paper kills
the forest’**

THE FACT



Not True!

Europe's woodlands have grown by almost 17 million hectares over the last 20 years, meaning that the area added each year is more than 11 times the size of the island of Madeira.

In Northern Europe, where most ancient woodlands are protected, paper is sourced from renewable forest plantations, where the whole cycle - planting, growth and extraction - is carefully controlled. Even in countries that use natural forests, such as Russia and Canada, the wood extracted corresponds to only a fraction of the growth recorded each year.

THE MYTH



**‘Only Recycled Paper
Should Be Used’**

THE FACT



Not True!

Without the addition of new fibres, the paper cycle cannot be maintained. Recycled fibres degrade after several uses, therefore the paper industry always needs fresh fibre from sustainably managed forests to keep the renewable cycle going.

THE MYTH



‘Paper Is Bad For The Environment’

THE FACT



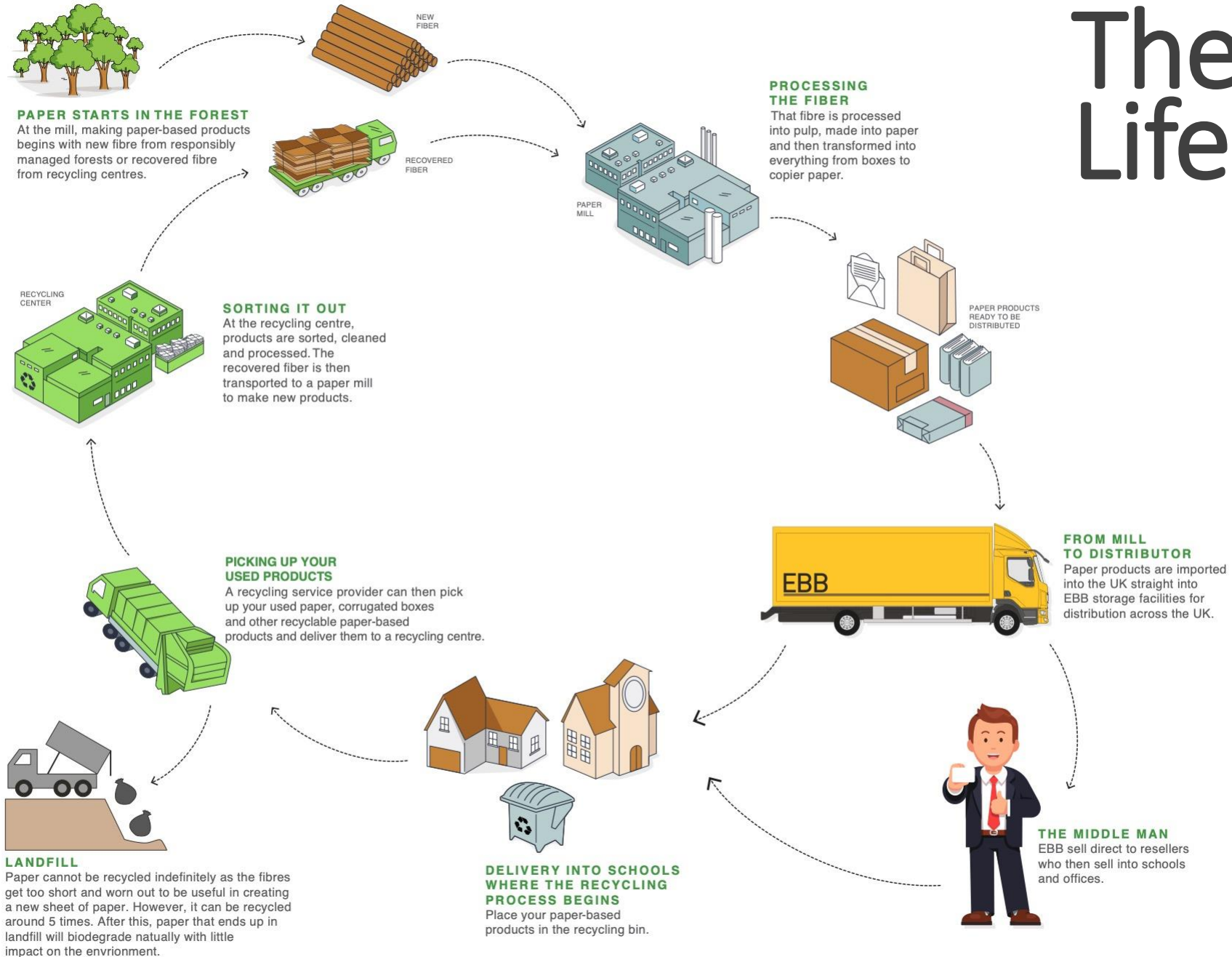
Not True!

Paper is based on wood, a natural and renewable material. Paper is one of the most recycled products in the world and epitomises the circular economy model of make, use, recycle and reuse.

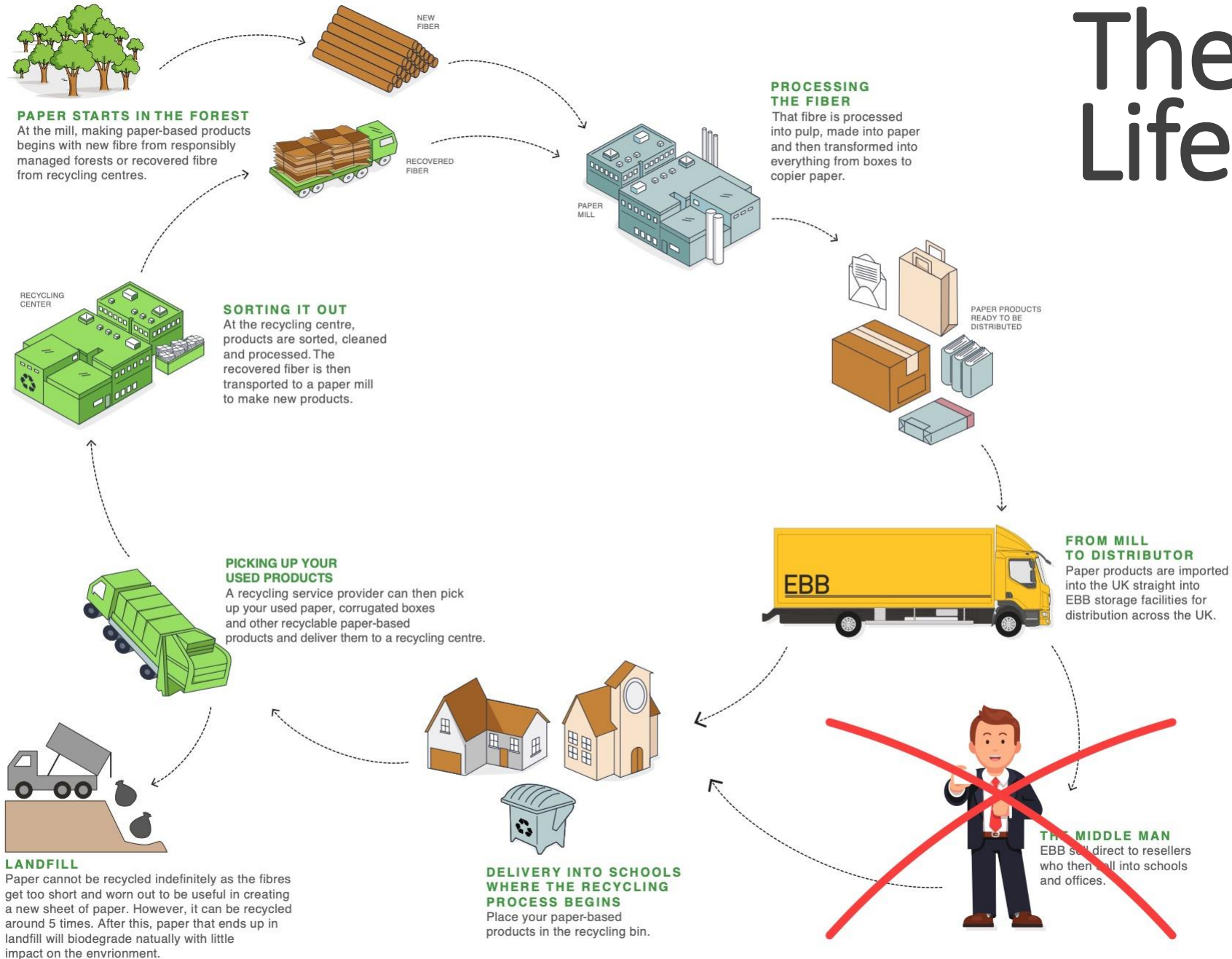
The paper industry uses respected forestry certification schemes to ensure that virgin fibre originates from sustainable sources. The two most recognised certification schemes are Forest Stewardship Council® (FSC®) and the Programme for the Endorsement of Forest Certification™ (PEFC™).

Next Paper order ask your paper supplier- is the paper FSC OR PEFC

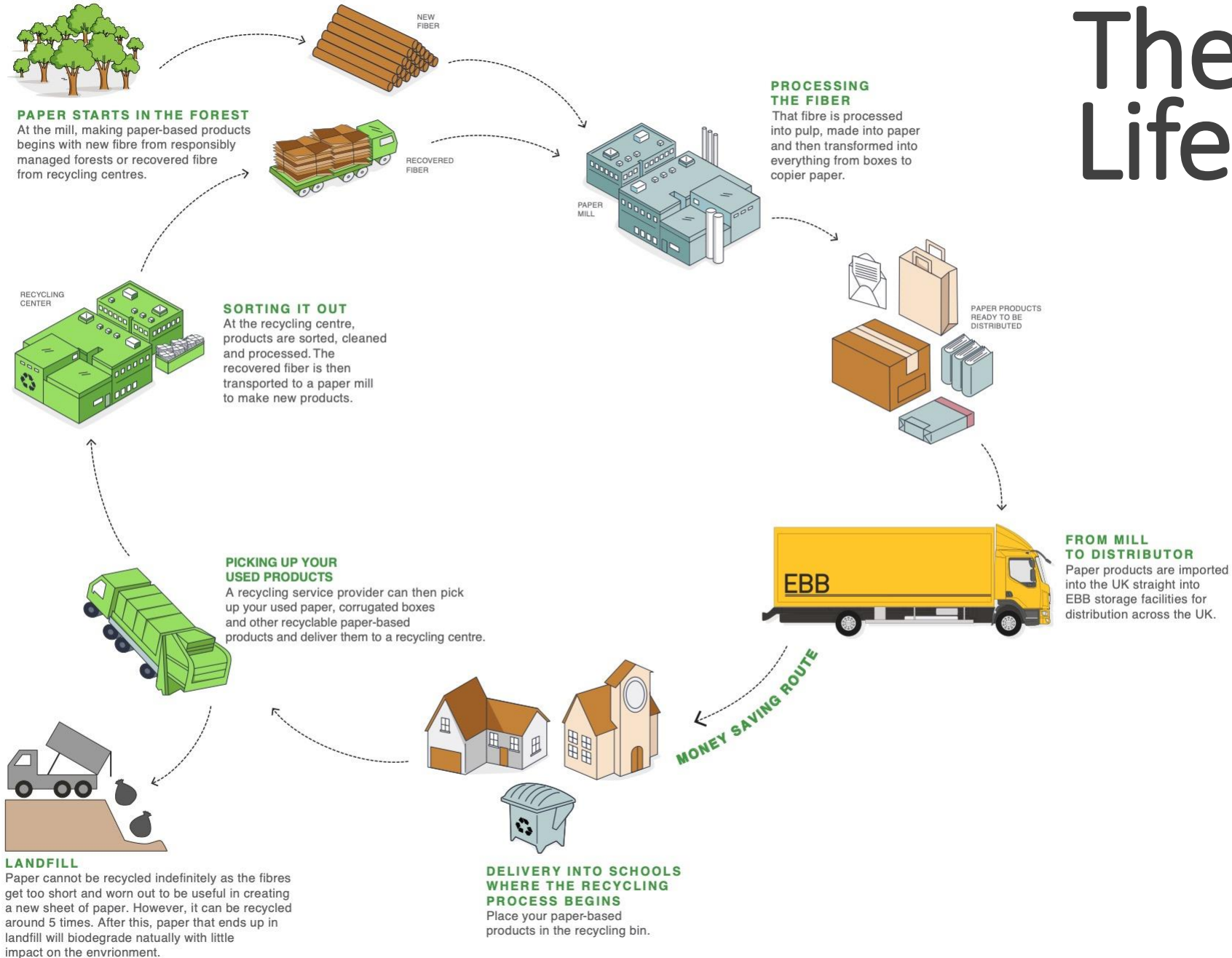
The Paper Life Cycle



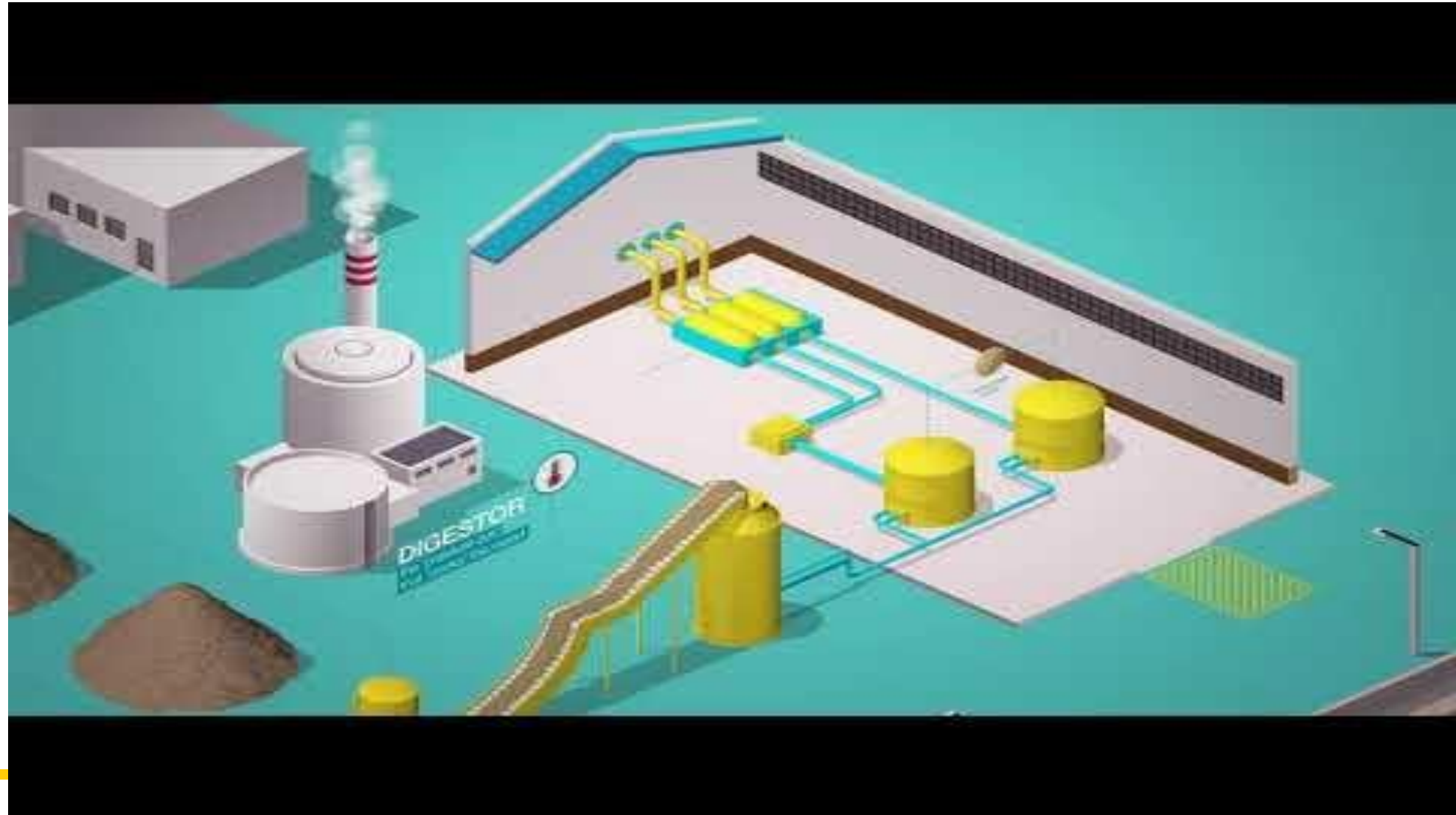
The Paper Life Cycle



The Paper Life Cycle



From the seed to the printer machine



ARE YOU READY TO CHALLENGE YOUR NOTIONS OF ECO-EFFICIENT PAPER?

We've come a long way, but the planet still needs us to change our attitudes towards resources.

It's time for us to rethink our approach to **Sustainability**.
Deciding the brand of paper you use will make a difference.

Find out how 'paper world' has taken further steps towards a better world and how businesses and the earth are benefitting from it.

What's the secret?

The power of ***Eucalyptus globulus* fibres** that produce a paper that is perfect for your business and your ambitions of sustainable growth.



Next Paper order ask your paper supplier- Where does the paper come from and what tree is used to produce this.

The Secret ingredient - Eucalyptus globulus

Thanks to its properties, Eucalyptus globulus is regarded by experts around the world as providing the ideal fibre for printing and writing paper. The wood is made up of short fibres presenting extremely consistent properties: excellent softness, bulk, rigidity, dimensional stability and wet strength.

The short fibre length of Eucalyptus Globulus is uniform and has a low coarseness compared with other hardwoods used as pulpwood.

Paper made from Eucalyptus Globulus is highly sustainable and consistently made at a high quality.

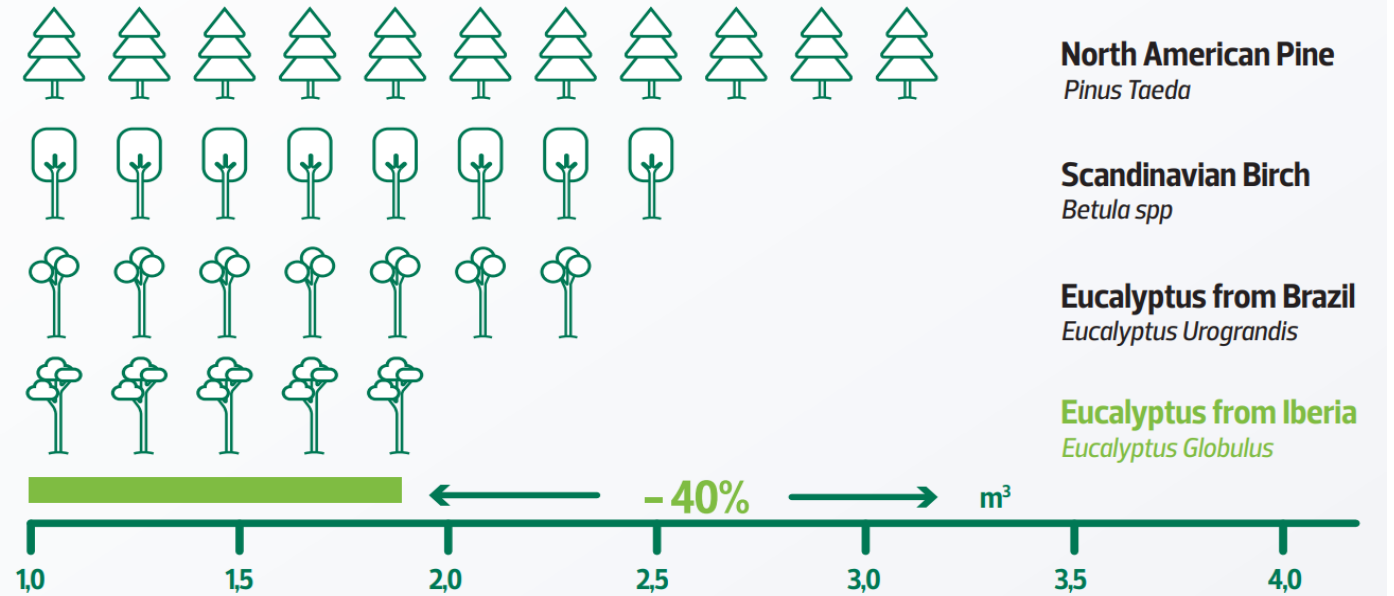
There are more than 600 species of eucalyptus. They are usually cultivated in tropical and sub-tropical regions like Europe, America, Australia, India, Indonesia, Philippines, Africa and New Guinea.

Eucalyptus tree growth rate is quite fast. They can gain several feet per year. Tre growth 12 year cycle

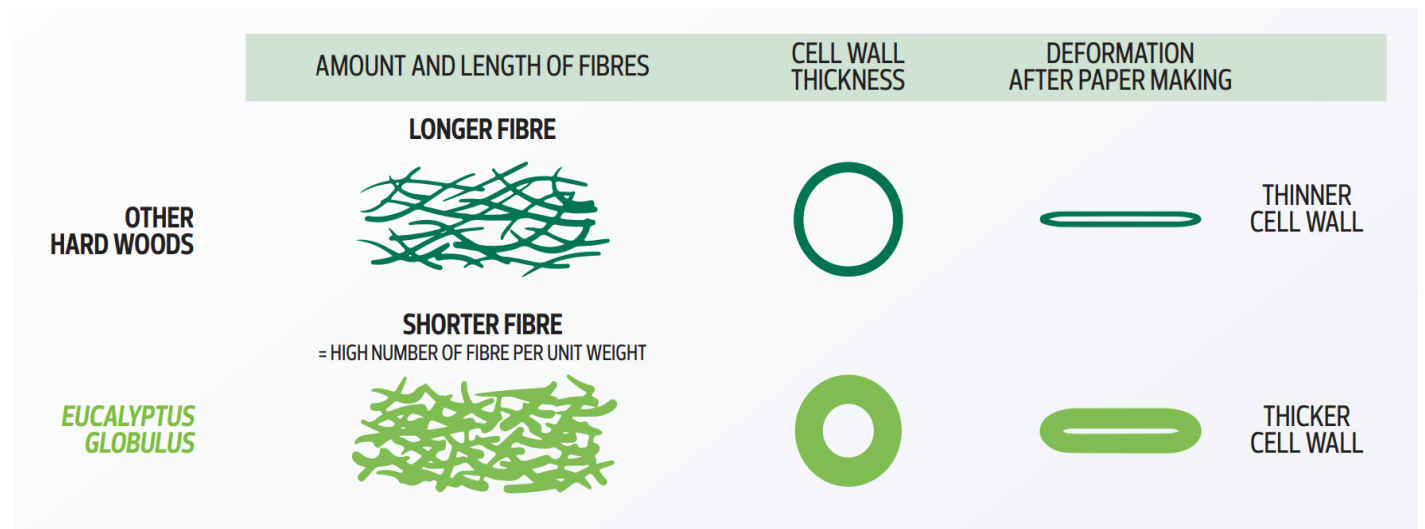


THE *EUCALYPTUS GLOBULUS* THE BEST RAW MATERIAL FOR PAPER MAKING

LESS WOOD
PER TON/PAPER



Its fibres enable us to **use up to 40% less wood** volume to produce the same amount of paper.



Watch your weight

Your office printer needs 80gsm paper?

Not true – paper stiffness & thickness counts, not the weight.

Different brands of paper, from economy to standard and premium paper are created from different types of fibre. So, sheets might weigh the same but have different qualities and thicknesses. A 70-75gsm sheet of paper would work well with a printer if made from superior wood. **Printers do not have weighing scales!**

You should buy the same brand of paper as your printer or copier

False – don't be fooled into buying unnecessarily.

Whether it's Xerox or Eclipse, your office machine is not capable of recognising paper brands.

You're free to try out different paper brands instead. Experience the range on offer and find the best paper to suit your needs, sector or project.

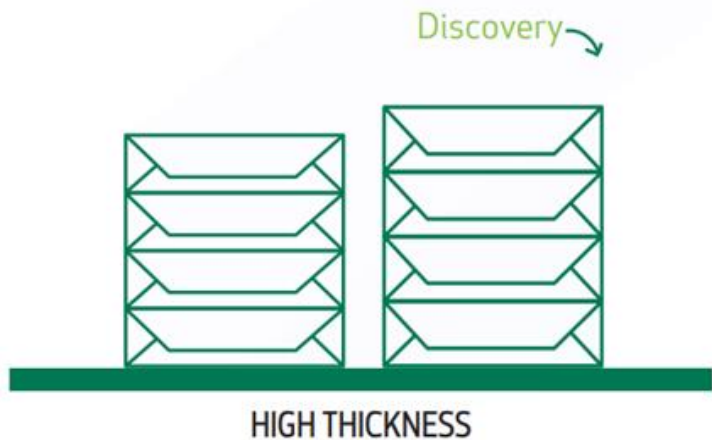


Watch your weight

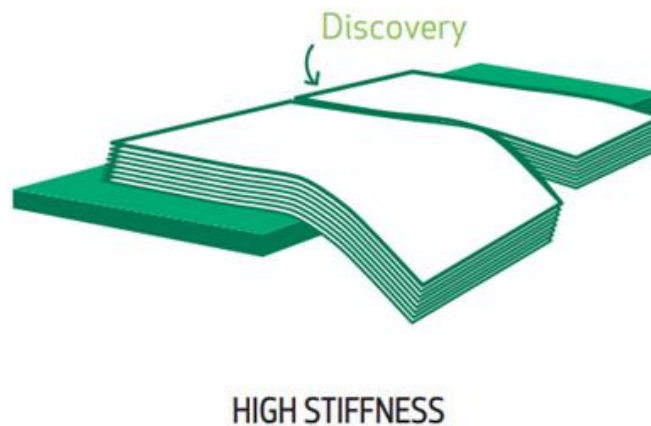
HIGH
THICKNESS

HIGH
STIFFNESS

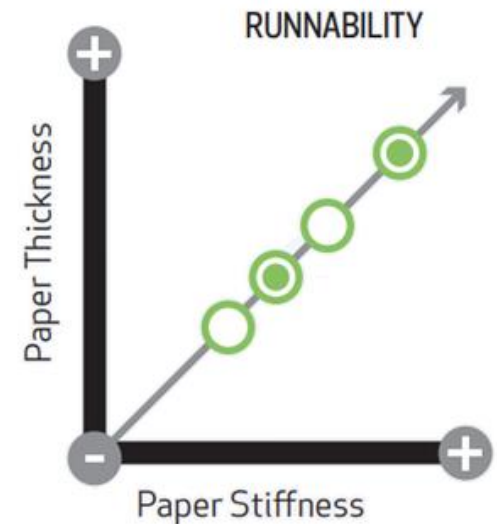
HIGH
RUNNABILITY



+



=



The main attributes influencing a good runnability are thickness and stiffness. Not the GSM!
High micron thickness and stiffness it is less likely to curl and to jam, avoiding printer stoppages.

How do you judge whether a paper is good quality?



Runnability is key

Almost everyone across all Education establishments from primary schools to Universities judge the quality on whether the paper jams the machines.

Thickness

Paper that is too thin:

- Rips easily
- See through
- Ink bleeds through

Feel

Quality paper feels:

- Smooth
- Doesn't curl
- Thick

Print Quality

Quality paper 'takes the toner nicely and reproduces colour well

Whiteness

Paper needs to be clean and white

The Truth About Recycled Fibers

Recycled Paper Fibers



CAN ONLY BE
REUSED
5-7 TIMES
AND IT IS
IMPOSSIBLE TO
KNOW HOW MANY
TIMES IT HAS BEEN
RECYCLED

ARE SHORTER IN
LENGTH, MAKING
PAPER LESS
ABSORBENT AND
MORE PRONE TO

BREAKAGE



CAN RESULT IN
INCONSISTENCIES,
**LOW-
QUALITY**
AND POOR
PERFORMANCE IF
OVERUSED

Recycled Paper Production is not Hygienic

RECYCLED
PAPER CONTAINS
STARCHES THAT
BREED



**BACTERIA
AND GERMS**

BACTERIA COUNTS
WERE FOUND TO BE
100- TO 1,000-TIMES
HIGHER THAN IN

**VIRGIN
PAPER**



A Closer Look At Virgin Fibers

Virgin paper fibers



CREATE SOFTER
AND
**MORE
DURABLE**
PAPER WITH HIGHER
ABSORBENCY RATES



**SAVE COSTS
AND THE
PLANET**
BECAUSE GUESTS
USE LESS WHEN
PRODUCTS ARE
HIGH QUALITY

Virgin paper production



IS MORE
HYGIENIC
THAN RECYCLED
PAPER MILLS
BECAUSE THERE
ARE NO BACTERIA-
HARBORING
STARCHES FOR
GERMS TO CLING TO

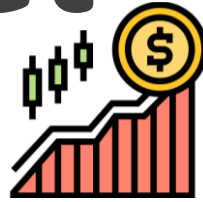
GENERATES
THE REQUIRED
ENERGY
FROM BURNING
WASTE WOOD
RATHER THAN VIA
ELECTRICITY OR
FOSSIL FUELS LIKE
RECYCLED MILLS



CREATES PAPER
FROM BOTH
LONG-FIBER
AND SHORT-FIBER
PULP TO
**REDUCE
WASTE**

The Market

Prices Hikes & Shortages



COST DRIVERS

Paper Cost Makeup – Pre Covid

the main cost associated with making paper was driven by pulp, which historically accounted for around half of the total costs. We know that Pulp has risen significantly over the last 18 months, forcing paper prices up. Making paper is an energy intensive operation and gas is one of the main sources of energy. The cost of energy has now over taken pulp as being the single biggest cost component of paper making. The continued uncertainty caused by the Russia/Ukraine situation is pushing all costs upwards.

Energy

After a period of sustained increases in gas and oil supply, the markets were expectant of prices softening as we come out of the European Winter

With such high levels of gas coming from Russia and servicing many other markets, prices, instead of softening have increased further. Most Paper Mills only option is to pass on significant surcharges and at very short notice. These are running at 000's of £'s per tonne.



Pulp Prices

Global commodity prices for Pulp are at the highest levels ever seen. Prices for NBSK, Northern Bleached Softwood Kraft Pulp had started to soften but has started to increase again, pricing is 56% above Q1 2021.

BHKP Bleached Hardwood Kraft Pulp remains at an all time high. Pricing is 68% above Q1 2021 levels.

+62%

Shipping

Freight costs remain at the highest levels recorded and availability of empty containers is still an issue in many regions.

Warehouse capacity in the UK is being stretched as some stockpiling of products previously sourced from the Baltic region is evident. In China COVID outbreaks and the COVID zero policy is causing port delays and shipping re-routing.



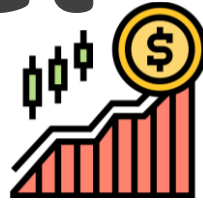
Global Impact of Russia / Ukraine situation

Global commodity markets are being stressed with the uncertainty that is directly caused by the terrible events we are witnessing in Ukraine.

- Russia has the highest coverage of forestation per capita in the world @ 55,992M² Brazil is 2nd @ 23,652M²
- Russia also has the largest reserves of gas globally @ 1,688,228,000 MMcf, the USA would be 4th @ 368,704,000 MMcf

The Market

Prices Hikes & Shortages



SUPPLY & DEMAND



COVID Recovery – 2022 has seen further improvements in demand as global economies recover from the main pandemic period. The Paper market is now facing a supply / demand deficit as significant capacity has been taken out of production over the last two years and Mills are reporting full order books and extended lead times. This situation is further exacerbated by Mill Strikes and the situation in the Ukraine.

Russia Ukraine Situation – Major Paper Mill groups have production facilities located in Russia. Products from these sites has historically been distributed globally and particularly into Western Europe. International sanctions has caused production to cease and the transferral of these volumes to other Mills is extremely challenging as Mills in other regions are over booked with no capacity to accommodate these significant volumes.



Packaging – Demand for packaging to fulfil the significant increases of online sales through COVID continues and this is driving a high demand for pulp to manufacture packaging products. Little slowdown of online sales as changes in consumer buying habits have changed during COVID. The drive to reduce plastics is also stimulating demand for pulp and paper based alternatives. Introduction of the Plastics tax is likely to further stimulate demand for paper based packaging solutions.

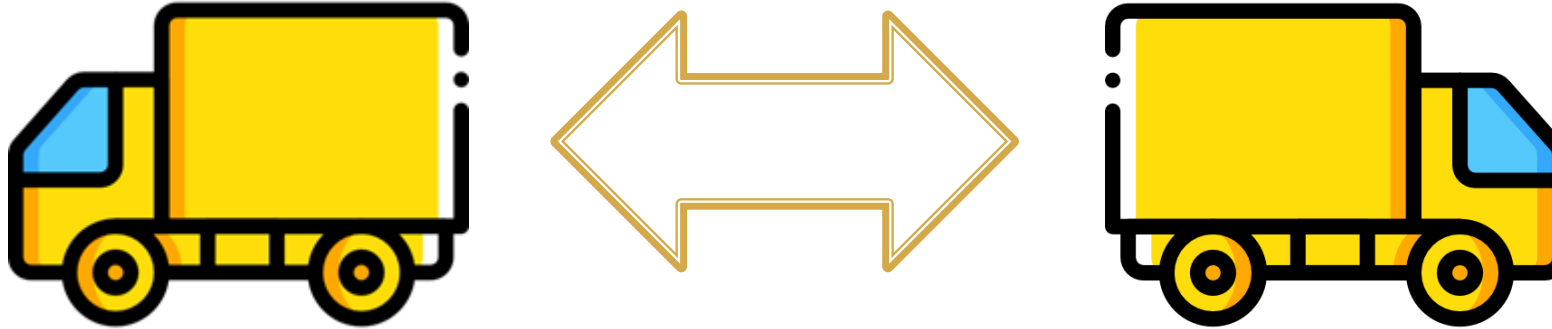
Production Capacity – Through the Pandemic and long periods of reduced demand, Paper manufacturers have been instigating significant actions to reduce their cost base and limit large losses. Globally the manufacturing capacity for Uncoated Wood free Papers (Office Papers and Offset grades) has reduced by circa 3.1 million tonnes, a combination of mill closures and machine repurposing. As markets recover post the pandemic, demand is exceeding supply capacity causing paper shortages.



What to look for in a supplier



Switching Suppliers



4 questions to ask before switching:

Do they save you money?

Is the supplier an approved supplier?

Is the product supplied ethically & environmentally friendly?

Can they offer the service you require?

Switching Suppliers

To become an approved supplier for schools via Government based frameworks the supplier has to go through a tender process where the company is vetted.



How To Save -Buy In Bulk/Call off

Most suppliers will offer quantity discounts. This Ultimately means, the more you buy, the less you pay per ream, and the more you save.

Some suppliers offer call-off contracts for paper purchases. This means that you can purchase a supply of paper in a large quantity at a discounted rate. The paper is stored at the supplier's facility and you can then remove your stock as and when is needed. It's a great solution for schools looking to not only reduce their spend but lack the space to store bulk quantities of paper.

A call-off, sometimes known as a stock holding, usually has a minimum quantity commitment. This could mean you need to purchase 3-6 months' worth of paper at a time.

If you use a call-off service, you are also fixing the price of your paper for that fixed term. That means you avoid any price increases, guarantee your supply and it makes the whole process much easier.

So, next time you're looking at ways to reduce your paper spend, don't just think about the cost of paper. Approach your supplier for further advice as there could be other options to help keep to tight budgets



How To Save – other methods

Higher Quality, Higher Price

Its not always about 80gsm – forget the weight and lets start thinking thickness and stiffness.

Branded Copier Paper

Ultimately, an unbranded paper will be cost effective in the short term – but may cause issues further on down the line.

Become Familiar with Your Printer Settings

Brush up on your printer settings. Most modern printers allow you to print on both sides of the paper or you can choose to printed multiple sheets to one page. This could save on the amount of paper you ultimately need. Make this your default setting and you'll be saving reams throughout the year. Also try defaulting your printer settings to Black & White. Save on the cost of printer ink!

FollowMe Printing

FollowMe Printing allows users to print to a shared print queue, roam and release their print job from any enabled output device. This ensures printing is confidential to the user and reduces printed waste from documents left uncollected at the printer.



Questions?

Thank you



Meet the Team

Come visit our Stand for a free goody bag.
We are also offering a special price on paper for all
EdExec Attendees- come have a chat 😊



Steve Tinniswood
EBB office divisional manager



Abu Siddique
Sales office manager



Dan Trussler
Business development



Andrew Wood
Sales rep



Rhiannon Janes
Admin support