

Eco Friendly
Green Paper



Paperkraft

Premium Business Paper

Made for the world. Loved by nature.



This is your chance to make peace with nature. From India's first and only company that's a member of WWF® - GFTN (Global Forest Trade Network), ITC Premium Business Paper is a product of the country's greenest paper mill. Through large scale afforestation and water conservation, ITC contributes substantially to the environment. For instance in 2008, our aggregate plantation activity provided a reserve of 8 trees for every tree used, thus resulting in greening over 1 lakh hectares till date. Moreover, its Ozone treatment & ECF technology virtually eliminate toxicity in effluents released into the ecosystem. Now with ITC Premium Business Paper, show your love for nature.



To know more, log on to www.itcportal.com/paperkraft

For further information and/or purchase enquiries, please e-mail namrata.poddar@itc.in or write to 'Marketing Manager, Education & Stationery Products Business, 5th Floor, ITC Centre, 760, Anna Salai, Chennai - 600 002'



Dear Patron,

We are proud to present to you 'ITC Premium Business Paper,' from the house of ITC, one of India's most valuable companies. ITC Premium Business Paper is a superior and environmentally friendly, multipurpose paper for office and home use. The paper has been crafted by ITC using 'Ozone Treatment & Elemental Chlorine Free technology', a pioneering technology which is the first of its kind in India.

ITC is also the first & only Indian company to have become a participant of the prestigious & internationally renowned WWF® - GFTN.

The Global Forest & Trade Network (GFTN) is the World Wide Fund for Nature's (WWF®) initiative to eliminate illegal logging and improve management of valuable, threatened forests, while encouraging sustainable forest management practices. As a 'Participant' of the GFTN in India, ITC pledges to continue supporting responsible forest management and is committed to the highest level of environmentally responsible business practices.

Our organization has always believed in conducting all business activities with sincere respect for the environment, and has thus invested in technologies which preserve and augment ecological capital. This philosophy has helped ITC in becoming and sustaining itself as 'Carbon positive', 'Water positive' and 'Solid waste recycling positive' company.

In paper manufacture, ITC is India's first company to adopt the Elemental Chlorine Free (ECF) technology and has stayed ahead of government regulations on emission levels. Conventionally, Elemental Chlorine was used in the bleaching process during paper-manufacture. The resultant byproducts included a large number of organo - chlorine chemicals, which were toxic and affected the safety of aquatic and/or any other organisms using the water containing such elements. Ozone treatment & ECF Technology virtually eliminate the toxicity in effluents.

Furthermore, ITC has continued to work with farmers for continuous afforestation under various social & farm forestry initiatives. This has not only provided a backbone to its raw material supply, but has also greened over 1 lakh hectares of land, creating more than 35 million person-days of employment amongst the disadvantaged, particularly tribals & marginal farmers.

We know you care for the environment. Here's a chance for you to make a difference.

ITC Premium Business Paper is an embodiment of ITC's sustainability efforts that have been endorsed by WWF® - GFTN.

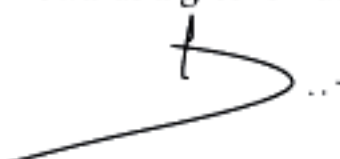
As a valued patron, you could in turn make an environmental policy statement example, 'We preferentially purchase multi-purpose paper from sources that are credibly certified or making verifiable progress towards credible certification with the GFTN.' For more information log on to www.gftn.panda.org

To sum it up, ITC Premium Business Paper is a superior, eco-friendly, multipurpose paper product that;

- Is the whitest and brightest business paper manufactured in India
- Has a higher archival life since it undergoes significantly lower chemical treatment
- Offers superior printability on both sides while being suitable for various kinds of printers & copiers

ITC Premium Business Paper lets you exercise your power to "Go Green".

Towards a greener future,



Chand Das
Chief Executive Officer
Education & Stationery Products Business, ITC Ltd.



To know more, log on to www.itcportal.com/paperkraft

For further information and/or purchase enquiries, please e-mail namrata.poddar@itc.in or write to 'Marketing Manager, Education & Stationery Products Business, 5th Floor, ITC Centre, 760, Anna Salai, Chennai - 600 002'



Certifications & Accolades that stand testimony to our environmental initiatives

ITC is the first & only Indian company to become a 'Participant' of the prestigious & internationally renowned WWF® - GFTN. The Global Forest & Trade Network (GFTN) is the World Wide Fund for Nature's (WWF®) initiative to support responsible forest management and as a 'Participant', ITC reaffirms its commitment to the highest level of environmentally responsible business practices.

In 2008, our aggregate plantation activity provided a reserve of 8 trees for every tree used, thus resulting in greening over 1 lakh hectares till date. The 413 million trees planted have provided 35 million person-days of employment to marginal sections of the society.

ITC's Premium Business Paper is manufactured at our Bhadrachalam unit, that is rated as the country's 'Greenest' paper mill with a score of 47% against an industry average of 29% in the latest study conducted by the Centre for Science and Environment. The mill is ISO 9001, ISO 14001 and OHSAS 18001 certified.

As pioneers of the 'Clean Bleaching Technology', we introduced the world-renowned 'Elemental Chlorine Free' (ECF) bleaching technology in India, certified by SGS. Over time, we have upgraded this technology to 'Light ECF with Ozone treatment' that uses even lesser amounts of chemicals with minimal toxicity in effluent discharge.

ITC's Paper Division (PSPD) has been awarded the Greentech Environment Excellence Gold Award in 2004, 2006 & 2008. Through these awards, the Greentech Foundation recognises industrial and service sector organisations for their outstanding achievements in environment protection.

Our effluent discharge quality is significantly superior to the standards prescribed by the Central Pollution Control Board of India. Moreover, with our state-of-the-art effluent treatment facilities, we are on our way to creating international benchmarks in waste management.

To know more, log on to www.itcportal.com/paperkraft

For further information and/or purchase enquiries, please e-mail namrata.poddar@itc.in or write to 'Marketing Manager, Education & Stationery Products Business, 5th Floor, ITC Centre, 760, Anna Salai, Chennai - 600 002'



Product Sheet

General

ITC Premium Business Paper is engineered for high productive, high speed & high volume printing.

Standard Basis Weight Range

70 GSM & 75 GSM
A4 (500 sheets/ream and 250 sheets/ream)
A3, FS 250 sheets/ream

Usage

ITC Premium Business Paper is recommended for any xerographic printing process.

Printing Characteristics

ITC Premium Business Paper is designed for faithful reproduction in simplex and duplex copies, and is compatible with high speed laser printing.

Features

Precision cut, brick type reams - High yield.

Tropicalised to run in Indian environment.

High quality image and reproduction.

Environmental Benefits

ITC Premium Business Paper is produced from Ozone Treated Elemental Chlorine Free (ECF) Pulp.

ITC Premium Business Paper is recyclable.

ITC Premium Business Paper is produced from fibre sourced through sustainable farm forestry and social forestry.

ITC Premium Business Paper is produced at ITC's Bhadrachalam unit in Andhra Pradesh, which is ISO 9001 and ISO 14001 certified for Quality Management System and Environmental Management System respectively.

Characteristics	Units	Test Method	Paperkraft	
			70 GSM	75 GSM
Basis Weight	GSM	TAPPI 410 om - 98	70±2.5%	75±2.5%
Thickness	Microns	TAPPI 411 om - 97	96±4	102±4
CIE Whiteness D65/10	%	TAPPI 560 om - 96	155±1%	155±1%
Brightness	%	TAPPI 452 om - 98	95±1%	95±1%
Opacity	%	ISO 2471	90±1%	92±1%
Surface Roughness (Bendtsen)	Ml/min	ISO 8791 - 2	280/160-Top/Bot	300/220-Top/Bot
Heat Curl	Rx Scale	RX Standard Method	25 Max	26 Max
Droop Rigidity MD/CD	mm	RX Standard Method	102/71	105/81

To know more, log on to www.itcportal.com/paperkraft

For further information and/or purchase enquiries, please e-mail namrata.poddar@itc.in or write to 'Marketing Manager, Education & Stationery Products Business, 5th Floor, ITC Centre, 760, Anna Salai, Chennai - 600 002'

