



One planet  
inform with care

## Bio Papel Scribe



**Sector:** Paper Industry

**Region:** Corporate offices in Mexico City, with a presence in Mexico, the United States and Colombia

**Best Practice:**

Bio Pappel® is the largest paper manufacturer in Mexico and Latin America, with recycling of paper on a large scale serving as one of its greatest pillars, an authentic and active commitment to sustainability, and being the largest recycler in the Spanish-speaking countries.

Our main products are corrugated cardboard packaging, paper sacks, kraft papers, journal, white bond paper, pastel bond paper, brown and food protection and handling papers, as well as writing pads. Attending to the B2C channels Specialized stores, auto services, wholesalers and B2B All industries that require corrugated cardboard packaging for their products in all sectors; industries: cement, food, publishing, printing, converting and paper distributors.

Our business philosophy is focused on differentiating the company and its products through the promotion of a circular economy approach, low in carbon and inspiring to help others in this purpose. Tree Free® is made with innovative recycling technologies, using cogenerated energy and water reuse processes to reduce the environmental impact of our operations.

Tree Free® is the only multifunctional bond paper for high whiteness printing and photocopying in Mexico, made with 100% recycled fibers certified by the international entity FSC®.

### Mentality

*Life Cycle Thinking.* Environmental impacts have been evaluated from the paper manufacturing process at the Veracruz facility to the paper conversion process at the Querétaro facility in Mexico. Bio Pappel Scribe® maintains its commitment to minimize reported environmental impacts and seek alternatives that improve them, having in both factories, power cogeneration plants and closed water circuits.

*Analysis focused on critical points.* The Tree Free® product seeks to offer an alternative to a bond paper product for photocopying and printing that has the least environmental impact, looking for recycled, recyclable raw materials and manufactured under processes operated with clean energy and reusing water. However, considering significant challenges that ACV faces in the transfer of raw materials since our certified inputs come from the southern United States, the opportunity will be to develop national certified suppliers that have sufficient capacity.

*Sustainability Integration.* Using recycled materials through our circular economy model with our Urban Forest® program, our company multiplies the life cycle of paper and paper products by collecting them in an efficient reverse chain of shared responsibility to recycle and convert them again on paper, which contributes to the conservation of forests for future generations.

## Principle 1: Reliability



To guarantee the use of recycled raw materials, Tree Free® works with the FSC® certification. The Forest Stewardship Council® is an international voluntary labeling system that guarantees that the raw materials used come from environmentally and socially responsible sources. The registration number ensures that the certificate is current and that it works with a chain of custody control system to ensure the exclusive use of recycled raw materials.

The message and the FSC® logo that is transmitted on Tree Free® bond paper packaging clearly shows the commitment and actions to offer the consumer 100% recycled paper, as well as participation in sustainable programs. Third-party certifications confirm those tests.



**PAPEL BOND 100% RECICLADO**  
100% RECYCLED PAPER

COMPATIBLE CON TODOS LOS SISTEMAS DE IMPRESIÓN Y FOTOCOPIADO

Carta 500 Hojas  
75 g/m²



## Principle 2: Relevance



The statement highlights the composition of the paper, through FSC® certified recycled fibers, which makes the difference with the rest of the products on the market.

The FSC® and ISO 14001 certifications printed on the product packaging show the organization's responsibility and commitment to sustainability.

## Principle 3: Clarity



The FSC® certification logo is applied accompanied by the legend "High whiteness 100% recycled paper". In addition, corporate video access through the QR code. Inclusion of the legend "Tree Free® made with innovative recycling technologies, with cogenerated energy and water reuse processes, which reduce the environmental impact of our operations".

Consumers can access detailed information through the QR code on the packaging where they can find the corporate video.

**PAPEL BOND 100% RECICLADO**  
100% RECYCLED PAPER

Tree Free® elaborado con innovadoras tecnologías de reciclaje, con energía cogenerada y procesos de reutilización de agua, que reducen el impacto ambiental de nuestras operaciones.

- Único fabricante certificado de papel 100% reciclado en México.
- Contribuyendo al cuidado del medio ambiente: **empaque Biodegradable.**

- *Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam consetetur.*
- *Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam consetetur.*
- *Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam consetetur.*
- *Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam consetetur.*

No sugar  
No exposure  
No smoke

No exposure  
No smoke  
No fire

No smoke  
No fire  
No smoke

No fire  
No smoke  
No fire

Produce  
Flammable  
Inflammable

No produce  
No flammable  
No inflammable

No produce  
No flammable  
No inflammable

No produce  
No flammable  
No inflammable

HECHO EN  
MÉXICO

7 502233 377209

Clave: 0000

**NIVEL DE BLANCURA:**  
WHITENESS LEVEL / LOREM IPSUM:

ISO	GE	CIE
93%	88%	115

**MICRODOT plus**

**ISO 9001**

**ISO 14001**

**A**

**PAPEL RECICLADO**

**ALIMENTE CON ESTA CARA HACIA ARRIBA**  
FEED THIS SIDE UP

**INTRODUCE CETTE FACE VERS LE HAUT**

**Scribe**

Hecho en México por / Made in Mexico by / Fabriqué au Mexique par  
Bio Paper Scribe S.A. de CV

Av. Ejército Nacional 130 - Pto. B, Col. Los Miradores Polanco,  
Ciudad de México, C.P. 06100, Ciudad de México  
R.F.C.: GP080229-972

## Principle 4: Transparency



The product packaging clearly shows its national and international certifications: ISO® 9001, ISO® 14001, ISO® 45000, FSC® Recycled, Made in Mexico® and NMX-AA-144.

The certifications are endorsed by accredited third parties and are deliverable and traceable to whoever requires it.

## Principle 5: Accessibility



Product certifications printed on the front and back of the package in the appropriate size to be visible to the consumer.

The information is available on the product packaging, through the QR code and points of sale as well as on social media. FSC® Certification Code traceable on website.

## Principle 6: Three dimensions of Sustainability



Grupo Bio Pappel® establishes a circular economy model for each of its business groups that is applied and reported on a corporate basis. Therefore Tree Free® as a BP Scribe® product actively contributes to each of the pillars of sustainability. Environment: Tree Free® through its FSC® certification focuses on safeguarding the chain of custody in the acquisition of environmentally responsible raw materials.

The production plants where Tree Free® is manufactured have ISO 14001 certification, which is responsible for taking care of the environmental aspects on which we have an impact, such as air, soil and water. Corporately as part of our commitment to the environment, our products are generated under our Circular Economy model: Urban Forest®, it is a production model that allows our products to fulfill a 360 ° life cycle, that is, allows each product, upon completing its life cycle, to be collected and processed for the production of new paper and high-quality paper derivatives.

BOSQUE URBANO®  
LA ECONOMÍA CIRCULAR



Additionally, in all our production plants we have the Bio-Energy System: efficiently use green energy from our operations, carbon capture: reduction and capture of CO2e, water recycling: optimal use and reuse of water during our processes, clean transportation: clean means of transport to mitigate CO2e emissions and conserve the environment, as well as the preservation of biodiversity: Care and protection of our forests, their flora and fauna. In the social and economic aspects Tree Free® is not linked exclusively, however each Bio Pappel product contributes to the actions of the business model, therefore in corporate figures we contribute in: Social: With 11,763 direct jobs and 17,650 indirect jobs , 315,248 hours of training given through the Bio Talent program, 23 work centers certified in the Mexican Norm for Labor Equality and Non-Discrimination, as well as 6,441 hours of volunteering invested in the community.

All our operations reflect our principles, always in balance with the pillars of our sustainability model: Productivity, Innovation, Social Responsibility and Environmental Protection. This helps us to maintain our business leadership and to contribute to the development of the countries where we are present. Such is the case with the Tree Free® product. Economic: In 2019, we celebrated 25 years trading on the Mexican Stock Exchange (BMV), always adhering to the International Financial Reporting Standards (IFRS), which establish requirements for the measurement, presentation and economic information of the company, issued by the International Accounting Standards Board. Investment of \$ 1,039 million pesos in initiatives to reinforce our sustainable commitment, 12,182 hours invested in training on our Code of Ethics and 94.8% of our suppliers are Mexican.

# Principle 7: Behavior Change and Long-Term Repercussions



Bio Pappel Scribe® has identified that within the printing paper category there is a growing “green” segment of consumers looking for sustainable and recycled printing and photocopying papers.

The topics of interest to the consumer are printed on the product packaging through certification labels, QR code; In addition to the transparency of the recyclable monopolymer BOPP packaging, it allows the user to see the whiteness of the product even when it is recycled.

# Principle 8: Innovative Approach and Utilization of Multiple Channels



Bio Pappel Scribe® has begun to communicate sustainability actions through its different brands to its users and consumers.

Tree Free® declares first from the packaging (certifications and QR code), having planned different communications such as: publish reports, advertisements in specialized magazines, as well as direct communication at the point of sale.

# Principle 9: Colaboration



Through various channels we maintain constant and open communication to identify and serve the relationship groups that have interference in our processes. We are affiliated with various national and international organizations: National Chamber of Pulp and Paper Industries, GEMI Initiative, Private Sector Studies Commission for Sustainable Development (CESPEDES), National Confederation of Industrial Chambers (CONCAMIN), Global Compact United Nations, Mexican Center for Philanthropy, Conservation International.

Tree Free® by being part of the Bio Pappel Scribe® product portfolio contributes to each of the actions and organizations in favor of sustainability such as Bosque Urbano® World Wild Found®, International Conservation, among others.



# Principle 10: Comparability



The product packaging contains the necessary information so that the consumer can compare with products in its category and make the best informed purchase decision, including: FSC® Recycled label, NMX-AA-144 Mexican Standard label that establishes that the product must to contain at least 50% recycled fiber or from sustainable forests and free of elemental chlorine. Grupo Bio Pappel® reports in recent years:

	2017	2018	2019
*Emisiones de CO <sub>2</sub> e	895	1,036	1,000
Captura de CO <sub>2</sub> e	6,060	5,768	5,412
Captura neta de CO <sub>2</sub> e	5,166	4,732	4,412
*Emisiones GEI Directas o Alcance 1 provenientes de Energéticos Combustibles Fósiles.			

Our packaging also contains the legend for the consumer: "Tree Free® made with innovative recycling technologies, with cogenerated energy and water reuse processes, which reduce the environmental impact of our operations".

Tree Free® in its packaging declares FSC® certification, 100% recycled high white bond paper for photocopying and printing.

## Key learnings

- Click to edit Master text styles

