



## A Pioneer In Sustainability

**Cascades Tissue Group**  
Suzanne Blanchet - President

Sustainability is not a new concept for Cascades. It has been part of our commitment since its creation nearly 50 years ago. For Cascades Tissue Group, a tissue manufacturer with 15 plants throughout North America who employs 1,800 Cascadeurs, sustainability is viable through its Environmental Stewardship.

Cascades Tissue Group contributes everyday to a greener environment by using recycled fiber in its process and much less water than the industry average. Fiber recovery allows Cascades to save close to 47 million trees every year. This means a lot for our future generations.

Energy is also a priority in each of our tissue mills. The Cascades Energy Action Group is helping our mills to reduce energy use and increase energy efficiency by implementing various programs such as steam recirculation and heat recovery. Also, in 2007, Cascades diminished its ecological footprint by reducing its greenhouse gas emissions by 11.5%.

The North River® line of products is an example of our environmental commitment. Its production process benefits from the most comprehensive, stringent and innovative environmental programs in the pulp and paper industry with the use of chlorine free bleaching ingredients and 100% recycled fiber containing up to

100% post-consumer material. These products stand out from the competition by exceeding certification criteria of the most recognized environmental standards in the pulp and paper industry, including EPA, Processed Chlorine Free (PCF), EcoLogo and Green Seal. It has also received the endorsement of the Green Restaurant Association.

Besides being environmentally friendly, Cascades Tissue Group is constantly involved in its community by donating tissue products to charitable organizations. Moreover, Cascades Tissue Group is committed to changing people's "environMentality" by teaching them to look for environmentally preferable alternative products. This is part of our corporate responsibility.

We still believe in profitability through sustainability. Through constant innovations, employees' initiatives and green development, we are able to maintain a respectable level of profit to share with our employees.

Sustainability is a long term commitment but a clear goal. However, this concept has been in our mentality for so long that it's not a new way of living; it's just the result of our business values. Being green is genetic...it's in our DNA.

*Suzanne Blanchet*  
*President, Cascades Tissue Group*

