

WWF Sweden rewards “A Wilder Life” Panda Book of the Year 2018, printed on Cocoon, the 100% recycled paper distributed by Antalis

Antalis (www.antalis.ee), Europe’s number one paper, packaging solutions and visual communications distributor, has been a creative partner of A Wilder Life project since its beginning. A true ode to nature, the photo book was produced using Cocoon Silk, a 100% recycled paper distributed by Antalis.

This superb showcasing of Mother Nature has enabled the book to win the **Panda Book of the Year Award 2018**. This special prize, awarded by WWF Sweden (the World Wide Fund for nature), celebrates the best portrayals of nature every year and seeks to recognise the individuals who make a significant personal contribution to the conservation of the natural world.

The book is a tribute to the amazing biodiversity that exists in Europe’s nature, but also about the need to recreate nature.

“Nature is coming back if we just leave it in peace. We are excited to spread that message to a larger audience through the Panda Book Award. To show off Europe’s exceptional natural heritage, we naturally opted for a 100% recycled paper. We were attracted by the eco-responsible dimension of Antalis’ Cocoon Silk paper, as well as its ultra-smooth surface which really brings out the brightness of the photographs,” Magnus Lundgren and Staffan Widstrand, the A Wilder Life photographers.

Mickael Gohier, Marketing Director, Nordic, Baltic, Russia says: “We used all our knowledge and expertise to help Magnus and Staffan express environmental sensitivity, which is clearly present in A Wilder Life. Winning the Panda Book of the Year Award 2018 demonstrates the harmony between the chosen paper and its content.”

The story is vividly told using rich visual content which is complemented by Cocoon Silk, a paper that keeps the environment at the heart. The harmony between the visual content and the paper used allowed the two authors to stay true to their strong ecological convictions without compromising on visual quality.

Promoting recycled paper, a priority for Antalis

Chlorine-free, 100% recycled and FSC® certified, Cocoon Silk paper has a superb surface finish as well as an exceptional whiteness which creates great print finishes. What’s more, Cocoon Silk paper has been awarded 5 stars by the Antalis Green Star System, an environmental displaytool which takes into account the key information on the origin of the fibre as well as manufacturing process. It evaluates each paper based on a number of stars, ranging from 0 to 5 depending on its environmental performance.

Even today, the paper industry still battles countless misconceptions, specifically around the quality and cost of recycled paper. To counter this latest myth, Antalis and its sister company,

Arjowiggins Graphic, Europe's number one producer of recycled graphic paper conducted a study with Eco Act, an expert in climate strategies.

The study, carried out with seven communications agencies from three different countries (France, UK and Germany), concluded that the use of recycled paper incurred an additional cost between 2 and 3% compared to standard paper depending on the given communications project. The study looked at each stage in the development process, from design to printing through to delivery of the document.

This is a lot less significant than one might think and shows real commitment on the client's behalf. In fact, recycled paper reduces the use of natural resources such as wood fibres, cuts water consumption by 49% and also reduces CO2 emissions by 55%. (Sources: Paperwork and Ecofolio)

About Antalis

Antalis (Euronext Paris: ANTA) is the European leader in B2B distribution of Papers (number 1 worldwide outside the United States) and industrial Packaging, and number two in the distribution of Visual Communication media in Europe. In 2017, the Group reported sales of €2.4 billion and employed 5,500 people serving almost 140,000 customers, companies and printers in 43 countries. Through its 123 distribution centres, Antalis makes more than 13,500 deliveries per day worldwide and it distributed 1.5 million tons of paper in 2017. For more information, go to www.antalis.com or go to: www.antalis.ee

info.ee@antalis.com

tel. 6 800 911