

PRINT AND PAPER HAVE A GREAT ENVIRONMENTAL STORY TO TELL

30th August 2009

Mr RL van Iperen
Chairman, Board of Executive Directors
Océ NV
PO Box 101
5900 MA Venlo
The Netherlands

Dear Mr van Iperen

I am writing concerning a recent press release from Océ which announced that the company has joined The Paperless Project Coalition.

Whilst the efficiency of electronic communication is clear and initiatives to reduce waste are to be encouraged, my organisation, Two Sides, which has members spanning the whole Graphic Communications Supply Chain, is concerned that incorrect and damaging impressions are being given if initiatives such as the The Paperless Imaging Coalition are promoted as 'green' or seek to gain credibility by purporting to aid sustainability at the expense of the paper industry.

It is increasingly clear that electronic communication and in particular the energy requirements of the increasing worldwide network of servers which are necessary to store all the information needed for immediate access, has a significant and increasing carbon footprint. Electronic document storage must be recognised as delivering efficiency but not sustainability. In the UK it has been suggested that PC's and servers may consume up to 50% of the country's energy requirements in the next 10 years

In Océ's press release it is stated that the aim of the Coalition is to 'educate businesses about document management practices that can reduce carbon emissions and paper usage'. This linkage between the use of paper and reducing carbon emissions creates a false impression about the sustainability of Print and Paper and has created concern amongst the many companies that Two Sides represents.

Paper is a renewable and recyclable product that, if responsibly produced and consumed, is an environmentally sustainable media. I would be grateful if Océ would reconsider support for The Paperless Imaging Coalition or use your influence to change the emphasis to ensure that, in promoting your own products and services, you do not damage the Print and Paper industry, and jeopardise the livelihood of the many thousands of people employed therein, with misleading statements.

With thanks for your consideration and I attach other various information which you may find interesting.

With kind regards



Martyn Eustace
Director

cc. Mr R Curley, UK Managing Director

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