

Re:

Rethink, Reduce,
Recycle, Recover,
Reuse...and

Repeat it Every Day.

Georgia-Pacific creates long-term value by using resources efficiently to provide innovative products and solutions that meet the needs of customers and society, while operating in a manner that is environmentally and socially responsible and economically sound.

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Throughout our history, Georgia-Pacific has worked to create products that improve people's lives, use resources wisely, actively engage in our communities, and contribute to society by being a prosperous business. In a word, GP has been sustainable.

At Georgia-Pacific, we define sustainability as "meeting the needs of society today without jeopardizing our ability to do so in the future."

Sustainability has three dimensions – social, environmental and economic. To remain sustainable, our decisions must balance all the dimensions of sustainability. We need to focus on creating long-term value while understanding the impact of our business decisions in each of these dimensions.

In recent years, sustainability has taken on a new level of importance for our customers, our communities and society as a whole. There is increasing interest in where our raw materials come from, how our products are manufactured, and the impact we have on the places where we live and work.

We believe this focus on sustainability offers many opportunities for our company – some incremental and others that potentially could have the power to transform the products we make and/or the way we do business.

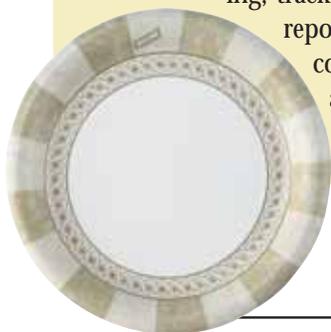
This brochure reviews just a few of the many ways GP employees are working to "meet the needs of society" with the needs of future generations in mind. We're committed to finding ways to add value through sustainability – for our customers, for our communities, for society and for Georgia-Pacific.

Read more.

Rethink

Beyond Product Safety into Product Responsibility

All Georgia-Pacific products must meet the requirements of a Product Safety Criteria (PSC) tailored to the characteristics and applications of each product category. This PSC is an element of a more complete system devised by and implemented for Georgia-Pacific packaging and consumer products that may come in contact with food, and must meet additional standards of safety. GP developed the Product Hazard Analysis and Control management system, known as PHAC™, to meet and exceed U.S. Food and Drug Administration standards for food contact materials. This is in addition to chemical, environmental, handling safety and other customer and company regulations and requirements. The PHAC™ system also addresses environmental protection requirements and provides for stringent monitoring, tracking, incident reporting, incident corrective action and verification.



We're taking a closer look...at products, at processes, at the entire supply chain...and we're delivering innovative solutions that extend environmental benefits into the marketplace to our customers and consumers.

Packaging that Stacks Up

Packaging Systems Optimization(PSO™) Helps Customers Reduce Material Use and Costs, and Meet Sustainability Goals



Georgia-Pacific works with customers to improve the total supply chain, delivering environmental benefits in the process. GP has always worked to reduce waste and minimize costs across all of its operations—from raw material procurement and transportation to mill processes and shipping of finished goods. The Packaging Systems Optimization (PSO™) Program, developed by GP's Innovation Institute®, applies the same scrutiny to a customer's supply chain, helping them improve their environmental performance. PSO is helping customers reduce costs, fiber consumption, greenhouse gas emissions and overall energy use.

By analyzing the production line and packaging system for a large liquid laundry detergent manufacturer, GP was able to reduce the customer's packaging material use, in-bound freight costs and production line waste. The new corrugated package had higher stacking strength, which also improved product appearance and reduced damage.

Proposed packaging system changes for another customer have enabled them to pack more product per box, pallet and truckload. The same amount of product can be delivered in fewer trucks—reducing transportation costs, fossil fuels burned and the release of greenhouse gases into the atmosphere.

Globally, supply chain efficiency is a key component of sustainable growth strategies.



Resists Moisture, Fully Recyclable

The corrugated box is a tremendous recycling success story, boasting the highest recovery rates of any paper or paperboard product. But, until now, many types of produce, poultry and seafood had to be shipped in non-recyclable, wax-coated packaging. With the introduction of Greenshield® packaging, GP tackled one obstacle to corrugated recycling. Greenshield, an alternative to waxed corrugated used in moderate moisture applications, is completely recyclable.

Greenshield provides the moisture resistance needed for long-term refrigerated storage of produce, poultry and seafood and reduces the amount of corrugated packaging going into the waste stream.



A Better Cup for the Environment

The Dixie® Insulair® EcoSmart® cup is a sustainable alternative you can put your hands around. While offering attractive stock designs and award-winning custom print options, this cup is available in versions featuring either 12% or 25% post-consumer recycled fiber. It protects your hands from heat with an inner layer of 99% post-consumer fiber and is compostable*.

Plywood and OSB for Energy-Efficient Homes



A layer of highly reflective aluminum foil applied to Plytanium® plywood and Blue Ribbon™ oriented strand board (OSB) sheathing adds an energy-efficient dimension to these construction mainstays. Energy Star® qualified Thermostat® Radiant Barrier Sheathings reflect up to 97 percent of radiant heat in the attic and may reduce the amount of energy used for air conditioning by up to 17 percent in warm climates. Homeowners can save on cooling costs, and the reduction in energy consumed helps reduce power plant emissions.



“Greening” Up with NITAMIN®

GP’s Nitamin® fertilizers are innovative nitrogen sources developed by GP chemists for use on crops and turf-grass. The Steady-Delivery® nitrogen release provided by Nitamin fertilizers helps farmers achieve higher crop yields and enables turf professionals to grow strong, healthy turf while applying less nitrogen than with commonly used quick-release fertilizers. The improved nitrogen use efficiency of Nitamin helps ensure a reduction in common forms of nitrogen loss that can negatively impact our rivers and streams. In addition, growers who apply Nitamin® 30L or Nitamin Nfusion® Controlled-Release nitrogen on their crops could receive financial incentives through the Conservation Stewardship Program, a federal conservation program offered through the Natural Resources Conservation Service, an agency of the U.S. Department of Agriculture. The revamped program provides financial incentives to landowners for conserving and enhancing the quality of air, water and other resources.

* This product can be processed successfully in commercial composting operations. The fiber portion (85 to 90% of the cup weight) is fully compostable. The coating (10 to 15% of the cup weight) is not inherently compostable, but it will separate from the fibers and can be screened out at the end of the composting operation.

Reduce



Stretching Wood Resources

GP Wood I Beam™ joists use 40 to 50 percent less wood fiber than 2x10 or 2x12 dimension lumber without sacrificing performance. Constructed from oriented strand board and sawn or laminated veneer lumber (LVL), engineered products like Wood I Beam joists, GP Lam® LVL, Fiberstrong® rim board and other engineered lumber products are excellent for floor and roof systems. They also use wood from smaller trees, resulting in more efficient use of forest resources.

Saving Energy, Helping the Environment

Cogeneration is one of the most promising areas for energy savings in years. It allows more efficient use of the primary energy source, reduces the discharge of waste heat and reduces air pollution.

The Las Vegas, Nev., GP Gypsum plant co-generates energy with local electrical utilities. In Europe, the GP consumer products mill located in Karamursel, Turkey, is saving significant energy costs through their cogeneration plant. In Italy, our Castelnuevo mill is installing a cogeneration system to produce steam and electricity, providing substantial energy savings for this mill as well as the GP facility in Avigliano.

Georgia-Pacific continuously explores ways to minimize our impact on the environment—reducing raw material needs, water usage, air emissions and waste at the source.

Source Reduction, One Towel at a Time

GP's unique dispensing systems for paper towels, tissue, napkins and soap have been proven to reduce consumption in away-from-home environments. The enMotion®, Cormatic® and System 3000® dispensers work by controlling the amount of towels or product dispensed. The enMotion "touchless" towel dispenser reduces waste at the source, improves hygiene for consumers and reduces paper usage by at least 20%.

Innovative product designs, including the Big Fold® C-fold replacement towel and EasyNap® dispenser napkins, reduce usage and waste by 30 percent compared with other standard products. GP's Compact® coreless tissue and dispenser eliminate roll cores and reduce packaging waste by 96 percent.





GP Pursues Green Energy

Georgia-Pacific is one of 15 leading companies that form the Green Power Market Development Group. The Group also includes Dow Chemical, DuPont, Google, IBM, Interface, Johnson & Johnson, Michelin, Staples and Starbucks.

Founded in 2000 by the World Resources Institute (WRI), the group set a 10-year target for purchasing 1,000 megawatts of cost-competitive renewable energy. The group recently announced that they had hit their goal a year early. That amount of energy is enough to eliminate the need for one carbon-intensive coal-fired power plant.

Georgia-Pacific's Camas mill is helping promote the development of renewable energy as a major participant in Pacific Power's Blue Sky renewable energy program. Blue Sky energy comes from wind power; an attractive form of energy generation because it helps reduce greenhouse gas emissions, produces no air pollutants, wastewater, smog or acid rain.

By participating in Blue Sky, Georgia-Pacific is offsetting 1,122 tons of carbon dioxide emissions per month, which has the environmental benefit of taking 2,304 cars off the road or planting 441 acres of trees per month.



Moving Products Cleanly and Efficiently with SMARTWAYSM

Georgia-Pacific Consumer Products is a member of the SmartWay(sm) Transport Partnership, an innovative collaboration between the U.S. Environmental Protection Agency (EPA) and the freight industry designed to increase energy efficiency and significantly reduce air pollution. In 2008, our intermodal loads, which emit half the carbon of standard loads, increased by 20,000 and "collaborative loads", in which GP works with other shippers to use trucks which would otherwise "deadhead", or return empty, by 10%. The partnership's goal is to reduce carbon dioxide emissions by 33 to 66 million metric tons, reduce nitrogen oxide by up to 200,000 tons and to achieve fuel savings of up to 150 million barrels of fuel annually by 2012. This is the equivalent to taking about 12 million cars off the road.

Using 100% of the Tree

GP manufacturing processes are planned to ensure that no part of the tree is wasted. Chips and wood waste from sawmills and plywood plants supply pulp and paper mills as well as plants that make hardboard and oriented strand board.

Less Water, Cleaner Water

Water is a critical element in many of GP's manufacturing processes. We use creative and innovative methods to conserve, reuse and reduce water used in our processes, and to ensure that our process water is properly treated before being released. For example:

- GP's Toledo, Ore., containerboard mill is recognized as being better than 90% of similar mills in the nation when it comes to efficient water use. Yet, in response to a drought, the mill additionally reduced water consumption by 2 million gallon/day.
- In the past 10 years, GP's Palatka, Fla. mill has reduced ground water usage by 90%, and releases only 4% of the water that is used, after thorough treatment. The mill has implemented process improvements so that it's effluent now contains 70% less phosphorus and 50% less nitrogen.
- The company's tissue mill in Gien, France, has reduced its fresh water use by 30 percent since 2005, and has been recognized by French environmental authorities for its use of "Best Available Techniques."



Recycle...

Georgia-Pacific goes full circle when it comes to paper recovery and recycling. GP Harmon Recycling, a Georgia-Pacific company, is one of the world's largest buyers and sellers of wastepaper, and GP uses more than 3 million tons of recovered paper and paperboard in its facilities. That's just part of the story.

Paper Recycling: A Big Priority and Big Business for GP

Americans recycled 340 pounds of waste paper per person in 2007* and global demand for wastepaper is climbing. Georgia-Pacific consumes more than 3 million tons of recovered paper internationally, using some percentage in most of its products including tissue and towels, office paper, containerboard and corrugated boxes and building products.

GP Harmon Recycling makes sure Georgia-Pacific facilities are well-positioned to meet their recovered fiber needs, as well as addressing the growing demand for recovered paper around the world. A Georgia-Pacific company, GP Harmon manages over 10 percent of the U.S. supply of wastepaper, purchasing nearly 7 million tons of recovered paper annually.

GP's Halsey, Ore., paper recycling facility diverts nearly 200,000 tons of wastepaper per year from West Coast landfills and uses it to produce bright white pulp without the aid of chlorine or chlorine compounds. The pulp is used for business papers and towel and tissue products.

Additionally, 100 percent of the paper that covers GP's ToughRock® gypsum drywall is recycled, and has been for nearly 50 years.



Recycling Waste into Wallboard

Chemically identical to natural gypsum, synthetic gypsum is created through flue gas desulfurization, a process that utilities use to scrub their air emissions to remove sulfur and sulfates. Working with the utilities, GP recovers more than 600,000 tons per year of this synthetic gypsum that was once landfilled and converts it into gypsum drywall at GP facilities in Indiana and Washington.



*American Forest and Paper Association

Recover

Choose GP Recycled Products

Georgia-Pacific is the largest producer of recycled away-from-home tissue products, offering more than 200 products that contain up to 100 percent recycled fiber. GP's Envision® line of washroom and table-top products meets or exceeds the U.S. Environmental Protection Agency's recommended guidelines for total and post-consumer recycled fiber content. Our GP Recycled Copy and Print paper and our Spectrum® Recycled Multi-Use paper contain 30% post-consumer fiber. Consumers who want paper towels, napkins and bath tissue with recycled content can choose Mardi Gras® and Soft 'n Gentle® brands. In Europe, GP's Nouvelle bath tissue and Inverso® Eco-Kind bath tissue and paper towels are made from 100% recycled material. For the away-from-home market, more than 95 percent of GP's Lotus Professional products are made from 100 percent recovered paper. Several Lotus products qualify for GP's "Smile" initiative, which is designed to eliminate a product's net contribution to landfill waste.



Meeting Federal Guidelines

GP is a leading supplier of tissue products to the federal government, providing products that meet their guidelines for post-consumer waste and total recycled fiber content.



A Place for Commercial Waste

Ecosource, GP's wastepaper processing operation, annually recycles more than 100,000 tons of pre- and post-consumer grades of wastepaper and plastics generated from both commercial and industrial sources. Two Ecosource locations, at Green Bay, Wis., and Muskogee, Okla., collect, sort and process books, magazines, rolls and industrial grades of wastepaper from paper mills, offices, universities, printers and other types of facilities. At the Green Bay facility, about 60 percent of collections are from a 300-mile radius. Within 24 hours, Ecosource turns wastepaper into high-value materials for GP mills or for sale on the open market.

Reuse

Waste not. It's good business, and it's good for the environment. Whether reclaiming waste for energy or for making useful products, GP looks for ways to maximize resources and improve efficiency.



Innovative Ways with Waste

By-products from Georgia-Pacific processes often end up paving roads, making grass grow or providing a strong foundation for highways.

The Savannah, Ga., and Wauna, Ore., paper mills have used ash from their power boilers, which would otherwise be landfilled, for road stabilization and building. At the Savannah River mill, it was first used to pave company roads and parking lots, but was then used for a community project that paved 150 miles of secondary county roads—saving Effingham County millions of dollars over the cost of asphalt.

Paper mill sludge from the deinking process at the Nokia, Finland, plant is now used as a protective layer under local roads—a use that reduced the plant's landfill waste by 55 percent.

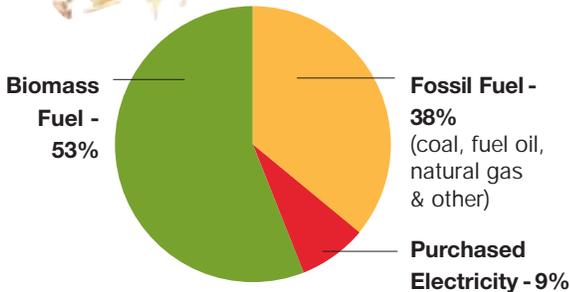
The Cuijk, Netherlands, paper mill had an excellent environmental track record but still wanted to find a better use for deinking residue. Through their persistence, they were able to use the waste to develop a specialty concrete product for use as road foundations.

Local farmers and turf growers benefit from waste that is turned into fertilizer in several GP plant communities. The Hondouville, France, consumer products facility developed Calciton®, a fertilizer to enhance soil quality, while the Halsey, Ore., mill annually turns 600 dry tons of recycled paper residual into a commodity valued by local farmers for the production of grass seed. Gypsum waste in California is used as an agricultural soil amendment.

Waste Fuels Our Facilities

Bark, wood residues and by-products from pulping are used to create electricity at GP building products and paper plants. Known as “woody biomass” fuels, they supply more than 50 percent of the energy required for GP’s operations. In fact, GP is responsible for approximately 10 percent of the electricity generated from renewable woody biomass in the entire U.S.

Biomass fuels reduce our dependence on fossil fuels and demand for purchased electricity while reducing greenhouse gas emissions.



GP's Annual Energy Use by Source



Keeping Construction Waste Out of Landfills

GP’s Newington, N.H., gypsum facility is a leader in reducing gypsum construction waste destined for landfills. What started in the early 1990s as a pilot to recycle gypsum construction waste is now an ongoing recycling program with 50 construction contractors participating annually. The Newington plant recycles 8,700 tons of contractor material in a normal year, and contractors like the cost-effective and environmentally sound method of disposing of their gypsum waste. When the neighboring state of Massachusetts was researching ways to reduce construction waste in landfills, they called GP to learn from their experience.

Newington, like other GP gypsum facilities, also recycles its own off-specification product. It is processed and reused again to make more gypsum wallboard.

Reusable Packaging Meets Marketplace Demands

GP is the only corrugated packaging manufacturer that offers reusable plastic containers (RPCs) as an alternative to traditional corrugated packaging. By considering diverse materials and design, GP meets the specific and localized needs of our customers.



Repeat

Calculating a Carbon Footprint

Georgia-Pacific has made significant contributions to the development of methods for measuring greenhouse gases (GHG) and carbon sequestration for the forest products industry. GP played a lead role in developing a protocol for compiling greenhouse gas inventories for forest product manufacturers. Using this protocol, GP has compiled GHG inventories every other year since 2000. The company's inventories are periodically certified by third parties to ensure accuracy.

We are actively engaged in international efforts by industry groups and other organizations to establish an appropriate method for calculating the carbon footprint of forest products companies and their products. Internally, we are analyzing carbon footprint calculation methodologies to increase the general understanding and usefulness of various calculation tools and methods.

Environmental stewardship is not defined by a single event. It's about consistency, about an ongoing commitment to a way of thinking, operating and performing. It's a commitment that's repeated every day.

United Nations Development Program (UNDP) Recognizes Georgia-Pacific

Georgia-Pacific's joint venture with the Eczacibasi Group in Karamursel, Turkey, was one of 10 recipients of the 2006 World Business Award presented by the United Nations Development Program. The award is part of an initiative working with developing nations to improve the quality of life, and eradicate disease and poverty. To help reduce the spread of prevalent diseases, such as typhoid fever and dysentery, GP's Solo® bathroom tissue team sponsored the Solo Primary School Personal Hygiene Education Project, which taught more than three million children about the importance of using tissue paper to improve personal health and hygiene.

A Framework for Environmental Performance

At GP we document our environmental performance through comprehensive self-audits and third-party audit programs. Our employees who have environmental responsibility receive training to keep them current on changing requirements and goals. Environmental excellence is recognized and rewarded at GP and is an important part of performance expectations.

Creating a Fishy Environment



In Washington state, GP is working with the city of Camas, the Burlington Northern Santa Fe Railroad and the Lower Columbia River Fish Enhancement Group to return a portion of the Washougal River to its traditional channel and vegetate the shoreline with native plants. This will benefit salmon and steelhead passage through the area and restore flow to historic salmon spawning beds.

Renew

Promoting Sustainable Forestry by Supporting Family Forest Landowners

Georgia-Pacific is committed to sustainable forestry. The company meets this commitment by working with family forest landowners and through a rigorous wood procurement program. Across the US 56% of all forestlands are privately owned with 38% owned by family forest landowners.* GP promotes sustainable forestry practices among the landowners and suppliers from whom we purchase wood. We protect water quality by requiring the use of voluntary and mandatory forestry Best Management Practices. GP provides landowners with practical approaches for addressing wildlife habitat and threatened and endangered species. We encourage reforestation and require that wood suppliers be trained in sustainable forestry practices.



Caring for Wildlife

Georgia-Pacific works to provide a safe home to local wildlife, including red cockaded woodpeckers, leopard frogs, glass lizards, and gopher tortoises. Led by trained environmental teams, Georgia-Pacific employees volunteer their time building bird houses, planting food plots and managing our plant sites to protect wildlife, including endangered and threatened species.



Collaborating for Longleaf Pine

Georgia-Pacific is working with the National Wild Turkey Federation on a longleaf pine restoration project on some 7,500 acres of southern forestland, including restoration in Georgia's Okefenokee area which was damaged by wildfire.

Verifying Our Wood Procurement Practices



SUSTAINABLE FORESTRY INITIATIVE

Georgia-Pacific's North American wood buying practices continue to be certified to the Sustainable Forestry Initiative® (SFI) Program Standard. The SFI program is designed to integrate the growing and harvesting of trees for useful products with the protection of wildlife, water quality, plants, and soil and air quality.



Finding a Way: Measuring Forestry BMPs

Georgia-Pacific was challenged with measuring compliance with forestry Best Management Practices (BMPs) that protect water quality. GP had accurate information for lands on which it supervised harvesting, but needed additional data to comply with SFI program standards. Working with a private forestry consulting firm, GP helped pioneer a third-party monitoring system to accurately capture BMP compliance that protects water quality in the areas where GP operates. The program is an excellent example of cooperation among forestry interests to meet sustainable forestry goals.

* Source: USDA — Forest Resources of the United States, 2007

Trends

Building Better Indoor Environments

GP Packaging Plants Earn SFI Label

All GP Packaging plants are certified to use the Sustainable Forestry Initiative® (SFI) Certified Sourcing label. To meet the criteria for this product label, two-thirds of a company's packaging raw material must originate from responsible fiber sources. Displaying this label is a visible way for GP and our customers to demonstrate a commitment to sustainable packaging.

Georgia-Pacific's innovative products can help improve interior environments. GP's DensArmor Plus® interior drywall is the first gypsum drywall to be GREENGUARD Indoor Air Quality Certified and GREENGUARD Children & Schoolssm Certified for low emissions. The Dens™ family of gypsum products, including DensGlass Gold® (pictured), resists mold and provides added durability and moisture forgiveness within wall assemblies.



In addition, GP's low-emission resins work has positive implications for our customers and consumers. Responding to the needs of fiberglass insulation and high-pressure laminate manufacturers, GP has developed low-formaldehyde-emitting resins that improve indoor air quality and help our customers meet GREENGUARD certification requirements when our resins are used in their products. Our low-formaldehyde resins also improve our customers' workplace environments while significantly reducing facility emissions.



Pushing for Greater Recovery

U.S. paper producers have set a goal of recovering 60 percent of the paper produced in the United States by 2012. In 2008, the industry recovered a record high of 57.4 percent of the paper consumed in the U.S., up from 33 percent recovered in 1990. GP is part of this effort, led by the American Forest & Paper Association, and used 3.4 million tons of wastepaper in its facilities worldwide 2008.

GP and "Green" Building

Wood-frame construction that uses dimensional lumber like 2x4s and 2x6s to frame homes and plywood or other wood panels for sheathing is the traditional building method in North America. Recent life-cycle analysis of building materials shows wood to contain less "embodied energy" and less global warming potential than steel and concrete alternatives. Producing wood products uses less energy than manufacturing steel or concrete. It takes 5 times more energy to produce a ton of concrete and 24 times more to produce a ton of steel than a ton of wood. Also, steel conducts 400 times more heat than wood, so homes built with wood take less energy to heat and cool. GP supports wood-frame construction as a sustainable practice that uses products derived from North America's fast-growing and renewable forests. The company supports both national and regional green building programs, which provide blueprints for energy-efficient, healthy, durable and comfortable homes that reduce utility bills and help protect the environment.



Headquartered at Atlanta, Georgia-Pacific is one of the world's leading manufacturers and marketers of building products, tissue, packaging, paper, cellulose and related chemicals. The company employs approximately 45,000 people at more than 300 locations in North America, South America and Europe. The familiar consumer tissue brands of Georgia-Pacific Consumer Products LP include Quilted Northern[®], Angel Soft[®], Brawny[®], Sparkle[®], Mardi Gras[®] and Vanity Fair[®]. Georgia-Pacific away-from-home products include the popular enMotion[®] hands-free towel dispensing system and the Envision[®] line of recovered content paper products. Dixie Consumer Products LLC, a Georgia-Pacific company, manufactures the Dixie[®] brand of disposable cups, plates and cutlery.

Georgia-Pacific has long been among the nation's leading manufacturers and suppliers of building products to lumber and building materials dealers and large do-it-yourself warehouse retailers, with brands such as Plytanium[®], Ply-Bead[®] and Wood I Beam[™] offered by Georgia-Pacific Wood Products LLC and DensArmor Plus[®], DensGlass Gold[®] and ToughRock[®] offered by Georgia-Pacific Gypsum LLC. For more information, visit www.gp.com.



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