

Chain of Custody: How a certified paper label is made



Chain of Custody (CoC) certification is the mechanism used to track wood material of certified forests, responsible sources and reclaimed material to any point along the supply chain. Certification allows companies throughout the supply chain to classify their certified products, which in turn enables consumers to identify and choose products that support responsible forest management. All companies in the process must have certification, otherwise the chain is broken and the paper product is no longer certified.

Here's how the CoC process works, from forest to label:



10

PERCENT

ONLY 10% OF THE WORLD'S FORESTS ARE CERTIFIED

STEP 1 CERTIFIED FORESTS

- Trees from responsibly managed, certified forests are grown to make our labels.
- The world's total forest area is over 4 billion hectares, covering 31% of total land area.
- 1.6 billion people in the world rely on forest resources for their livelihoods.
- New Zealand contributes 1.3% of the world's trade in forestry products.

STEP 2 CERTIFIED MILLS

- Harvested trees are processed at CoC certified mills to produce lumber, poles and chip products. This wood chip is then transformed into pulp, before being pressed, dried and made into large paper rolls ready for distribution.
- **Only 11% of the wood taken from the world's forests are used by the paper industry.**



11

PERCENT

USED FOR PAPER



1MIL

TONNES
USED EVERYDAY

STEP 3 CERTIFIED LAMINATORS

- Bulk rolls of certified paper are sourced from mills around the globe and constructed by certified laminators into a range of self-adhesive paper products. These laminators bring together the paper, adhesive and liner to create the 'self-adhesive sandwich'.
- **Everyday 1 million tonnes of paper is used globally—it takes 12 trees to make 1 tonne of paper.**

STEP 4 HALLY LABELS CERTIFIED LABEL MANUFACTURERS

- The certified bulk label material rolls are purchased by self-adhesive label manufactures. Those with CoC certification, like Hally Labels, then manufacture these materials into CoC certified labels for our customers.
- **Each year Hally Labels prints enough CoC certified labels to wrap around the world 2 1/2 times.**



2 1/2

TIMES AROUND
THE WORLD



82

PERCENT

GROWTH IN DEMAND

STEP 5 BRAND OWNERS

- Our certified labels are received by our clients to apply to their products. The labels are accompanied by paperwork informing the end user of their CoC certification status.
- **There is increasing demand by brand owners to procure wood-based products responsibly. This has driven exponential growth of CoC certificates in the Asia-Pacific region by 82% in the last 5 years.**

STEP 6 CONSUMER

- The finished, labelled product is then distributed and sold to the end consumer locally and around the world. Often the label may have a logo claim on it to show the consumer that it is made from CoC certified materials. This helps promote the process and gives valuable credibility to a brand's environmental efforts.
- **Australians consume almost 230kg of virgin paper per person per year.**



230

KILOS

VIRGIN PAPER PER
PERSON PER YEAR



87

PERCENT

RECYCLING RATE

STEP 7 RECYCLE STREAM

- Paper is one of the most recycled materials in the world. It can be recycled 5 to 7 times before the fibres degrade and break down. This is why virgin fibre from new trees will always be required from responsibly managed forests.
- **Australians have an 87% recycling rate of paper and cardboard products—one of the highest in the world.**

Contact us today to learn about our range of chain of custody certified paper label materials.