



Consumer guide to rainforest friendly toilet paper

Borneo orang-utan (C) naturepl.com Tim Laman WWF

Is your toilet roll wiping out Indonesia's rainforests?

Did you know that, as a Kiwi, you can help protect Indonesia's rainforests and threatened species such as Sumatran tigers and orangutans? And it starts at the checkout.

Ancient rainforest is being destroyed to make everyday household products like toilet paper. In fact, one in four of the toilet rolls sold by New Zealand's major retailers come from Indonesian rainforests. A recent investigation found many came from unsustainable sources. Forensic tests proved that some contained Indonesian rainforest fibre.

We believe that rainforest should be left standing for the wildlife and people that depend upon it. Be part of the solution – only buy those toilet rolls that have made it in to the green category in our consumer guide.

Pop the guide into your wallet or purse, so next time you're out shopping, you can guarantee your choices are rainforest friendly.

GREEN	AMBER	RED
Earthcare	Quilton	Cottonsoft
Red Stamp	Signature	Kiwisoft
Smart 365	Sorbent	Paseo
Kleenex		
Cottonelle		
Pams		
Purex		
Budget		
Savers		
Homebrand		
Safe		

GREEN: these brands have proved that their toilet tissue is either made from 100% recycled paper or has the Forest Stewardship Council (FSC) stamp of approval.

ORANGE: these brands have failed to prove that their paper comes from rainforest friendly sources. This category includes paper that has the PEFC (Programme for the Endorsement of Forest Certification) logo. This is because PEFC fails to protect critical forests, ignores the rights of indigenous people, and endorses schemes that have weak chain of custody. Avoid.

RED: these brands are produced by companies directly linked to rainforest destruction. Avoid.