

Think green –
act environ-
mentally
friendly!

Printing Papers” contains papers for offset printing. The other one, called “Environmentally Friendly Office Papers”, contains papers for use with office printers, copiers etc. Both portfolios are works in progress. We plan to update these handbooks according to the three year cycle set by the EU-Eco-Label.

Which papers are included?

Whereas the first edition contained only papers with eco labels, the current edition follows different criteria for selecting papers for the portfolio. The Verein für Konsumenteninformation and the ÖkoKauf Vienna project group “Print, Paper and Office Material” were commissioned to develop a study establishing criteria for the selection of papers. It is modelled on the Eco-Label paper criteria published by the EU in 2002.

After completion of the study, which is already available in English, the data published by the paper manufacturers were evaluated. (www.paperprofile.com). There was another relevant aspect: All papers having – at press date – an eco label valid in Europe, were included, too.

www.oekokauf.wien.at

How to order the sample portfolios? Contact the Austrian Standards Institute – Sales at

ON Österreichisches Normungsinstitut – Verkauf
Heinestraße 38, 1020 Vienna
Fax: +43 1 213 00-818, Tel.: +43 1 213 00-880
sales@on-norm.at

www.on-norm.at

Your contacts to find out more about the project

Eva Persy

Vienna Ombudsoffice for
Environmental Protection
(Wiener Umweltschutz)
Muthgasse 62, 1190 Vienna
pea@wua.magwien.gv.at

Georg Patak

MA 22 – Department for
Environmental Protection
Ebendorferstr. 4, 1082 Vienna
Phone: +43 1 4000-88 351
pat@m22.magwien.gv.at

www.oekokauf.wien.at

Printed on environmentally friendly printing paper from the ÖkoKauf sample portfolio

Imprint: Editor: Magistrat der Stadt Wien – MD-BD Projektgruppe für umweltgerechte Leistungen (ÖkoKauf Wien) – Ausschuss Öffentlichkeitsarbeit, Editorial matters: Renate Marschalek, Fotos and Graphics: Pinkhouse Design, Print: Agens & Ketterl GmbH, June 2004



Environmentally Friendly Printing and Office Papers

Öko:Kauf
Ein Beitrag zum Klimaschutz
www.oekokauf.wien.at

City of Vienna
Vienna is special.

Öko:Kauf
Ein Beitrag zum Klimaschutz
www.oekokauf.wien.at

City of Vienna
Vienna is special.

EcoBuy Vienna – Environmentally Friendly Printing and Office Papers

Unique within Europe! With these folders Vienna demonstrates its reputation as environmentally friendly city.

Why we compiled these sample portfolios

The present sample portfolios “Environmentally Friendly Office Papers” and “Environmentally Friendly Printing Papers” were created by the project group “Paper, Print and Office Material” of the ÖkoKauf Wien (app. “EcoBuy Vienna”) project (supervisor: Hans Handig).

They were compiled by the Höhere Graphische Bundes-Lehr- und Versuchsanstalt Wien XIV (“Federal Training and Research Institute for Graphic Arts”), the Wiener Umweltschutzanstalt (Vienna Ombuds-Office for Environmental Protection) and the Verein für Konsumenteninformation (Consumer Information Initiative).

With the help of the main Austrian paper dealers environmentally friendly papers have been collected from all major manufacturers. Thus the paper sample portfolios are unique within Europe.

ÖkoKauf Wien is part of the Klimaschutzprogramm (Climate Protection Programme) of the City of Vienna and aims to make procurement within the local council more environmentally friendly. The project was developed because a territorial authority like the City of Vienna is a major economic factor, so that adhering to environmental criteria



even within its limits can be an important contribution to an environmentally friendly development. Additionally, as a bulk buyer the City of Vienna – each year investing approximately 5 billion Euro – has the power to encourage a larger supply of environmentally friendly goods and services. To achieve this environmental orientation of Procurement and Tender, nineteen ÖkoKauf project groups (among them the above mentioned project group “Paper, Print and Office Material”) are currently developing environmental criteria for almost all products, materials and services needed by the city council. The two sample portfolios assist users in the ecological evaluation of printing and office papers. Especially the sample portfolio “Environmentally Friendly Printing Papers” is intended to be a supplement to the corporate design handbook of the City of Vienna published in September 2000 by MA 53 (Municipal Department “Press and Information Services”). As this handbook does not provide details which papers to use, the present portfolio sets the binding guidelines for that area. When new results become available, the portfolios will be updated. To facilitate everyday use, user-friendliness and easy handling have

been of prime importance in the development of the two sample portfolios.

Environmentally friendly through and through

Something else has been taken into account: not only is the content of the portfolios environmentally friendly – both the manufacturer of the actual ringbinder and the printer bear the Austrian Eco Label. The binder itself consists of 100% recycling board and the ring mechanism is free from heavy metals.

What is the structure of the portfolio?

The register sheets contain information necessary for ordering. They are followed by samples of all available papers – each product is represented by sample sheets in the most frequently used masses per area (grammages). The first sheet of the sample papers carries the exact technical data and suggested use. The back is printed in four colours to illustrate the printing quality on the sample. For indepth information concerning use of individual papers, especially referring to possible printing quality, we suggest consulting the printer or the paperdealers listed in the portfolios. The portfolio entitled “Environmentally Friendly

