

## Do You Know - 2012

In our wired world, we are flooded with information all the time. But getting information from the internet is like drinking water from a fire hydrant. Here, we share a drink of 'paper facts' from a 'paper cup'.

### THE PAPER INDUSTRY

- **Worldwide, in 2011, 399 million Tons of Paper & Paperboard was produced.**

*Asia accounts for 43%, Europe 28% and North America 23% of this production.*

- **China has become the largest producer of P&PB** accounting for 25% of global production : *nearly 100 Million Tons in 2011.*

- **USA retained its position as the largest producer of pulp in 2011.** *(195 million tonnes which was 35% of world production).*

- **International Paper Co.** continues to be the world's No. 1 paper company in terms of sales and production volumes. *Annual Production: 12 Mio Tons; Annual sales turnover: USD 26 Billion. Employees: 60,000.*

- **Ballarpur Industries Limited (BILT)** is India's largest manufacturer of paper. *FY 2010/11: - Production: 886,000 Tons; Turnover: 95 million USD; Employees 2500.*

- **Nine Dragons Paper (Holdings) Limited, China,** is the largest paperboard producer in Asia. *Annual Production: 7.6 Mio Tons.*

### BIGGEST & FASTEST

#### Tissue :

- Hayat Kimya A.S. Turkey: world speed record at 2,210 m/min set on June 1, 2012 during a 24-hour production run by their TM 2 (*Advantage DCT 200 TS*) tissue machine at the company's mill in Yeniköy near Izmit.

#### Printing Paper :

- Zhanjiang Chenming Pulp & Paper in Zhanjiang City, China: world speed record of 1,710 m/min - 11.15 meter wide PM 1 produced wood free uncoated printing paper at a basis weight of 70 g/m<sup>2</sup>.

#### Newsprint :

- Shandong Chenming PM-4 : world's largest newsprint machine supplied by Metso. *11.15 m wide, speed 1600 m/min. Production 400,000 Tons / year from DIP furnish.*

#### Cartonboard :

Ningbo Xiaogang PM 6: world's largest cartonboard producing machine.

*Record production : 2822 MT/ Day of 350 gsm board.*

#### Folding Boxboard :

- Shandong Bohui BM-2 : world's largest folding boxboard machine.

*Production : 1000 MT / Day.*

#### FORESTRY

- World's total forest area is just over 4 billion hectares (*Europe having over 1 billion*).
- FRA 2010 estimates that the world's forests store 289 gigatonnes (Gt) of carbon in their biomass.
- Reduction in the global forest area resulted in a decrease in carbon stocks in forest biomass by an estimated 0.5 Gt annually during the period 2005–2010.
- ITC, BILT, JK Paper, APPM, WCPM have pioneered farm forestry for the paper industry, creating lakhs of jobs for the rural population, covering more than 300,000 hectares of land.
- ITC's plantations alone have the potential to sequester 18 lakh tonnes of carbon, reducing 67 lakh tonnes of carbon dioxide, creating a carbon credit value of about Rs.25 crores / yr.

#### PAPER FACTS : *Two sides of the coin*

- In 2009 there were nearly twice as many trees in Norwegian forests compared to the 1960s. Forest areas in Europe have grown by over 30 per cent since 1950. (*CEPI, 2008*).

#### **Papermaking does not lead to deforestation.**

- Annual average paper consumption in Europe is 200 kg per person. To produce this, not more than 500 kwh of power is used, which is equal to one year of normal use of the dishwasher. Moreover, more than half of the energy for paper production in Europe comes from renewable sources making the paper industry one of the largest consumers of renewable energy.

#### **Papermaking is comparatively not highly energy intensive.**

- A personal computer is responsible for two per cent of the total CO<sub>2</sub> emissions in a household, whereas paper based advertising accounts for only 0.1 per cent. In practice, this corresponds to emissions from a 70 km car journey.

### INDUSTRY NEWS

**MeadWestvaco Corporation**, a global leader in packaging and packaging solutions have announced a definitive agreement to purchase **Ruby Macons Limited**. Ruby Macons is India's top producer of corrugated packaging materials and a leader in the country's growing industrial packaging industry.

**Paper based advertising does not account for the majority of household CO2 emissions.**

- Two thirds of paper in Europe is recycled. Switzerland recovers 86% of it's paper consumed.

**Papermaking is not a negative contributor to the environment.**

- Research in several countries shows that it is less stressful to read and easier to absorb and understand a text on paper, rather than on a computer screen.

**Electronic media cannot fully take over from paper in the communication of knowledge.**

- According to recognized surveys, the efficiency of paper advertising still surpasses radio, TV and the digital media.

**Paper will not die as an advertisement media.**

- Paper accounts for more than half of all the packaging material recovered for recycling. Much more than glass, metal and plastic combined. (Source Eurostat).

**Other materials are not recycled to the same extent as paper.**

- The paper industry uses only 11 percent of all harvesting of forest in the world. The rest goes to energy (50%+) and other wood-processing industry & construction (Building&Furniture etc.).

**Paper industry is not a destroyer of forests.**

- A Swedish study showed that CO2 emissions from a printed newspaper are of the same magnitude as those if the same is read on the internet.

**Compared to electronic communication, reading on paper is not as environmentally harmful.**

- Paper is a natural, renewable product that is produced by trees from sustainable forests. Trees absorb CO2 from the atmosphere and the paper stores this CO2 during its lifetime. Paper can be recycled - several times.

**Paper is not destructive to the environment**

**PAPER TRENDS : Steps to the future**

**Printing Paper :**

- A new technology using **nano-particles** is being used to derive dual effects of both coated and uncoated papers : One sheet of standard A4 size paper is covered by 25 trillion nano-particles on each side. The nano-structured paper surface unites the gloss and smooth surface feel of a coated paper with the high whiteness and stiffness levels expected of a quality uncoated paper.

**Pulping :**

- Apart from paper pulp, wood pulping units in Canada and the US are also producing highly purified grades of pure cellulose, called "**dissolving pulps**". These pulps are in demand as feedstock for the production of textile fibers such as rayon and cellulose acetate.

**Packaging :**

- Scientists have developed and conducted successful lab tests of a "**killer paper**" a material intended for use as a new food packaging material that helps preserve foods by fighting the bacteria that causes spoilage. The paper contains a coating of silver nanoparticles, which are powerful anti-bacterial agents.



**Tissue :**

- Major manufacturers of tissue are now producing **embedded facial tissue**, which is specially embedded with ingredients such as aloe vera and vitamin lotions.

**THE LAST WORD**

The joy of sitting down quietly at home or beach, reading a novel or flying through one's family album can hardly be compared with browsing the net. The feel of paper and print can never be equated by the touchscreen.

Rather than choosing one technology at the exclusion of another, the complementary use of digital and paper technologies together can attract, engage and inform, providing a deeper and more compelling experience than either one on their own.

<b>QUOTABLE QUOTE</b>	<b>Success is never final, failure is never fatal; it is the courage to continue that counts - Winston Churchill</b>		
<b>SCRABBLE</b>	What does <b>C M Y K</b> stand for ? ( Hint : Printing terminology ) First correct answer will win a Parker Vector Roller Pen (Maximum two prizes for one person in a year). Post / Fax / Email your answers to EDITOR-W&F SNIPPETS by 20 <sup>th</sup> November, 2012.		
<b>WINNER OCT'12</b>	<b>Mr.K.S.M. Srinivas, Asst.Manager, P.M. (Operations), Andhra Pradesh Paper Mills Ltd, Rajah Mundry (A.P.)</b> Answer : <b>B A T : BEST AVAILABLE TECHNOLOGY</b>		
<b>?QUIZ</b>	<b>Match the following properties with the sizing product - (1) AKD (2) ASA :-</b> Properties : (a) can cause slipperiness (b) can effectively size even at Ph 5.5 (c) causes deposits of hydrolysed product (d) less tolerant of high temperatures (e) can be used in size press (f) slow reaction with cellulose. Post / Fax / Email your answers to EDITOR-W&F SNIPPETS by 20th November, 2012.		
<b>WINNER OCT'12</b>	<b>Dr. Narender Sharma, GM-Env't, R&amp;D and QC, Kuantum Papers Ltd, Saila Khurd, Distt. Hoshiarpur, Punjab</b> <b>Quiz :</b> Which of these chemicals would negatively impact sizing :- Cationic starch ; Surfactant ; Softening agent ; DSR ; Defoamer ; WSR <b>Answer :</b> Surfactant ; Softening agent ; Defoamer		
 <b>Prizes</b>	1. Best / first correct answer received will win one-year subscription to <b>IPPTA Journal</b> (Maximum one prize for one person in a year). 2. Best of the 12 monthly winners in a year, will win one-year subscription to <b>Paper 360<sup>o</sup> Magazine, USA.</b>		
 <b>Marriage</b>	'Marriage' has also been described as a 'Workshop'; where the husband 'works' and the wife 'shops'.		
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