

## Sugar paper encourages sustainability

Sappi's newly launched Masuga paper comprises 90% sugar cane waste and 10% wood fibre, sourced from a Forest Stewardship Council (FSC)-certified plantation. It was developed in response to Woolworths' need to use a paper that supports its Good Business Journey goals of protecting the environment and empowering people. The paper combines the natural look of uncoated paper with the smoothness of a coated grade and is 100% recyclable. The unbleached mixture is pulped, revealing the fibres' natural shade when turned into paper. The sugar cane mill that supplies the company with the sugar cane waste is black-owned and 25% of the mill's shareholders are local cane farmers.

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