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Chlorine Free Products Association names four to Advisory Council

The Chlorine Free Products Association (CFPA) has appointed an environmental activist, a business consultant, a certification specialist and a professional business writer to its Advisory Council. The new members are:

- Joy Towles Ezell, an environmental activist who is dedicated to fighting pulp mill pollution.
- Frank Perkowski, president of Business Development Advisory (BDA). BDA is an industry-focused management consulting firm that concentrates on helping companies in mature or low growth markets grow their businesses.
- Kirsten Ritchie, director of environmental claims certification for Scientific Certification Systems (SCS), of California.
- Ken McEntee, president of McEntee Media Corp., which publishes *Recycled Paper News*, *The Paper Stock Report* and the *Paper Recycling Online* web site.

The appointments add new perspectives to a panel of advisors that already included experts in virgin and recycled pulp bleaching, pulp and paper industry communications and purchasing of environmentally-preferred products.

CFPA is an international association that promotes chlorine-free policies, programs and technologies. Its Advisory Council manages standards, certification procedures and qualifications for auditors in CFPA's certification programs for chlorine-free products and sustainable manufacturing.

Ezell, of Perry, Fla., is an environmental activist, a community organizer and a pollution fighter who has dedicated her life to cleaning up pulp mill pollution of the Fenholloway River, the only industrial river in Florida. Ezell is the founder and leader of two local environmental groups: HOPE (Help Our Polluted Environment) and Friends of the Fenholloway River.

Her work in challenging the Procter & Gamble/Buckeye pulp mill to improve its environmental practices played a large role in two award-winning CNN news features, *The Smell of Money* and *What Price White Paper?* The features focused on pulp mill pollution. Ezell also has appeared on CBS' *60 Minutes* and in the Australian Broadcasting Commission's *Clean Up the World* feature stories, in addition to numerous other media appearances. She has spoken at Earth Day programs in Washington, D.C. and has testified before Congress about the Clean Water Act. She has testified at many U.S. EPA hearings on dioxin and chlorine use and has participated in many national, regional and state dioxin meetings since 1988.

"The issues that are addressed by the Advisory Council and the Chlorine Free Products Association are directly related to the situation where I come from," Ezell said. "As an environmental activist, and an active environmentalist, I believe that I have a lot to contribute to the Council, both in technical knowledge as well as other ways to further the use of products made without chlorine. Not just paper products, but all kinds of products."

Perkowski, based in Atlanta, is a certified management consultant with more than 25 years of diverse experience in the paper and packaging industry. Prior to becoming a management consultant in 1997, he held a number of senior marketing and business management positions at Georgia-Pacific Corp., James River Corp. and Graphic Packaging International. He holds a bachelor's degree from Yale University and an MBA from Fordham University.

Since 2000, Perkowski has implemented more than 100 consulting engagements for a diverse set of clients in the paper and packaging industry. Most assignments involved conducting market assessments, business opportunity screenings, market research studies and growth strategy development. He is a regular speaker at industry conferences and has authored numerous articles on the subject of marketing and growth strategy development.

"The primary focus in my consulting practice is on helping companies in our industry identify and develop their unique core competencies so that they can help their customers be more successful," Perkowski said. "I was therefore attracted by the basic concept of the CFPA, which is focused on helping companies develop and communicate meaningful points of

difference within their business that ultimately benefit their customers and increase the value of paper-based substrates. This is an example of the kinds of things that companies in our industry must pursue in order to ensure their long-term viability."

Ritchie is a licensed civil engineer with more than 20 years of experience in the assessment, classification, certification, manufacture, use and promotion of environmentally preferable products. Through her work with manufacturers, retailers, purchasing agents, architects, designers, engineers, contractors, and developers, she has focused on improving the environmental profile of a wide range of built systems and manufactured products. Ritchie directs the SCS Environmental Claims Certification Program, the nation's first scientific program for independently verifying the accuracy of environmental claims on products.

McEntee, of Cleveland, established McEntee Media Corp. in 1990 as the publisher of *The Paper Stock Report*, a newsletter that tracks markets and trends for recovered scrap paper. The company acquired *Recycled Paper News* in 1995 and now publishes four titles in the recycling and composting industry in addition to the *Paper Recycling Online* web news service. The Write Company division of McEntee Media provides public relations and business communications services.

As part of its Sustainable Manufacturing & Marketing Initiative (SMMI), CFPA certifies paper products that are made without chlorine in the manufacturing process. Through SMMI, CPFA certifies chlorine-free paper products on two levels:

- Totally Chlorine Free (TCF) certification is given for products made entirely without chlorine or chlorine compounds at any stage. The TCF certification is reserved for virgin fiber papers.
- Processed Chlorine Free (PCF) certification is reserved for recycled papers that have not been re-bleached using chlorine or chlorine compounds. PCF paper products must be made from 100 percent recycled fiber with a minimum of 30 percent post-consumer fiber.

Logos designating TCF and PCF certification are trademarked by CFPA.

Chlorine-based bleaching processes create Dioxin, a harmful by-product that has been cited as a human carcinogen by the U.S. EPA and the National Institute of Health Services (NIHS). Dioxin has been implicated in immune system suppression, reproductive failure, learning disabilities and endometriosis.

SMMI, which measures manufacturers' performance on social, economic and environmentally preferred attributes, is intended to offer organizations an accounting system that provides comparable measurable and scientific data on which to judge their purchasing decisions. This labeling system, which is based on an independent third party audit, represents an important new direction in identifying sustainably-produced pulp and paper products worldwide.

In October 2002, CFPA formed its Advisory Council to improve the consistency and effectiveness of its auditing procedures. The Council has reviewed CFPA's TCF and PCF certification standards and has revised the guidelines to incorporate issues surrounding sustainability. As a result of the review, the Advisory Council developed SMMI.

The members of the CFPA Advisory Council are:

Dr. Allan M. Springer, Miami of Ohio University
Norm Liebergott, Liebergott Associates and Consultants, Cote St. Luc, Que.
Wayne Bucher, WB Consulting Inc., Birmingham, Ala.
Peter Johnson, CSA-International Forest Products Group, Mississauga, Ont.
Marquita Hill, University of Maine
Joy Towles Ezell, Perry, Fla.
Frank Perkowski, Business Development Advisory, Atlanta, Ga.
Kirsten Ritchie, Scientific Certification Systems, Emory, Calif.
Ken McEntee, McEntee Media Corporation, Cleveland.

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(Photos attached, next page)



Joy Towles Ezell



Frank Perkowski



Kirsten Ritchie



Ken McEntee

Note to editor:

High-resolution photos may be obtained in digital format from the Chlorine Free Products Association, 847-658-6104; email: jackie@chlorinefreeproducts.org