

Q & *Double* A

From  
local  
to  
Global  
brand

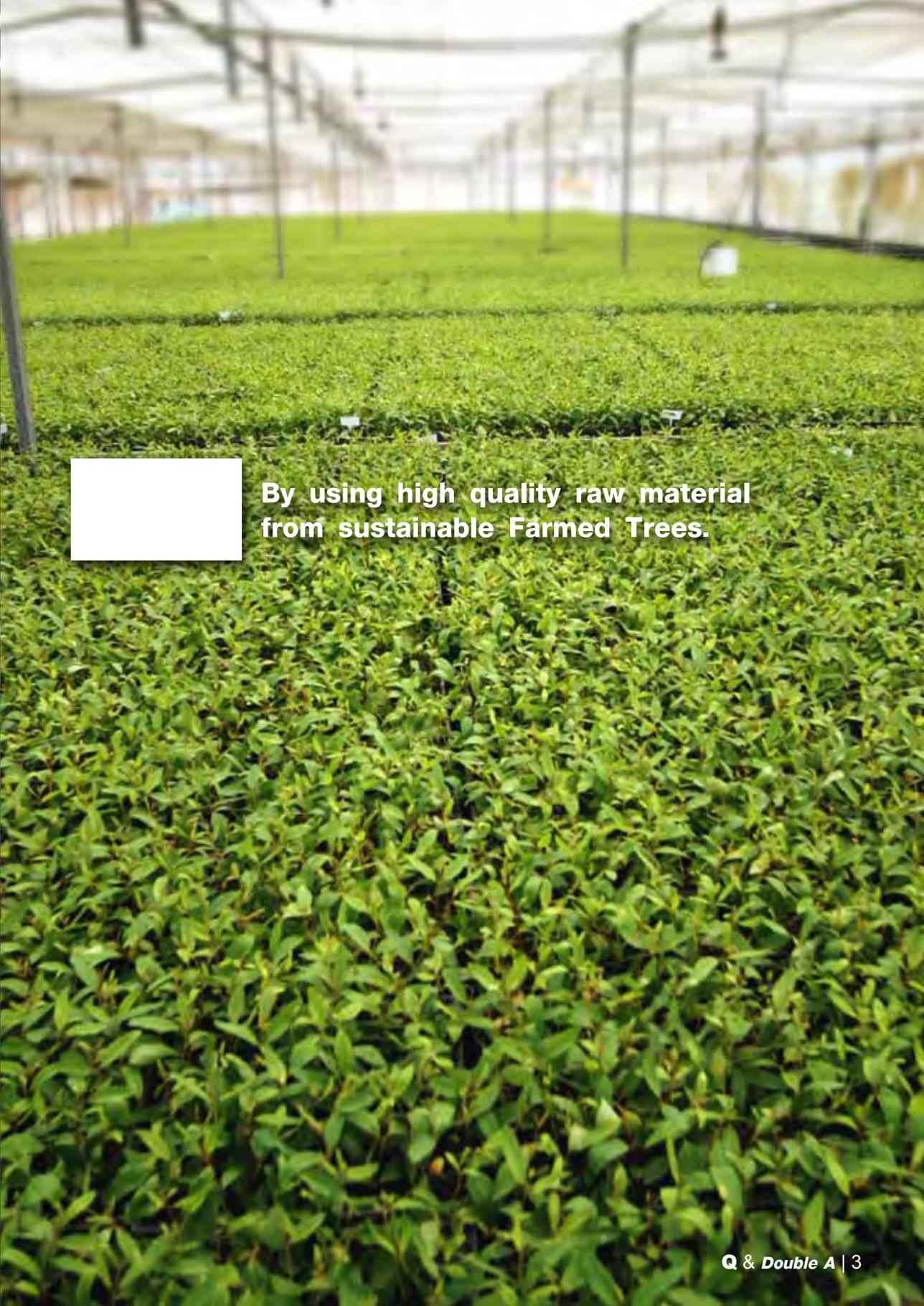




**Double A**



How do we ensure the premium quality of *Double A* paper?



By using high quality raw material from sustainable **Farmed Trees**.

## Double A Paper-Tree, the secret to Double A Quality



**Double A** Paper-Tree delivers consistent, high fiber content for the pulp used in **Double A** paper. The 30 million fiber per gram delivers better paper formation, high opacity, low ash content and smoothness that are the hallmarks of **Double A** quality.

**Double A** paper trees are grown by farmers in the empty spaces between their rice paddies, or KHAN-NA.

### **Double A Paper-Tree Nursery**

The saplings are nurtured for four weeks before being distributed to rice farmers.



### **Watering time**

The saplings are given extra care by our skilled staff to produce high quality paper trees.

### **Special Characteristics of Double A Paper-Tree**

**Double A** Paper-Tree is a unique fast growing hardwood that matures in 3-5 years. It is characterized by its straight trunk that self-prunes as it grows, thereby producing high quality wood with less knot. This optimum tree species is rich in fiber which is essential for high quality paper-making.





Where do we source the wood we use for paper making?



## Sustainable fiber from mature paper trees planted on vacant strips of “KHAN-NA” land.

**What is KHAN-NA?**  
Thai word for the vacant strips of land between rice fields traditionally used as pathways to other rice paddies.

### Paper from KHAN-NA Approach

Unique Asian solution to fiber sourcing Paper from KHAN-NA has proven that paper making can be environmentally sustainable. It helps solve global warming by absorbing 6.7 million tons of carbon dioxide from the atmosphere per year. Thanks to this approach, **Double A** does not source fiber from natural forest, thereby helping in its preservation.

Socio-economic wise, this unique approach to paper-making encourages community participation. It creates sustainable livelihood and a secure source of income to the members of the community. Currently, the program impacts over 1.5 million Thai farmers countrywide.



**How do we ensure that the products delivered to customers are of superior standard?**



**By employing state-of-the-art technology and skilled multinational workforce in the manufacture.**



## Cutting-Edge Technology

All of **Double A** products are manufactured with advanced technology with ISO 9001 management system, which is subject to rigorous quality check to ensure consistent high quality **Double A** paper.



*Double A's well equipped laboratory where the product is tested at each stage of production*

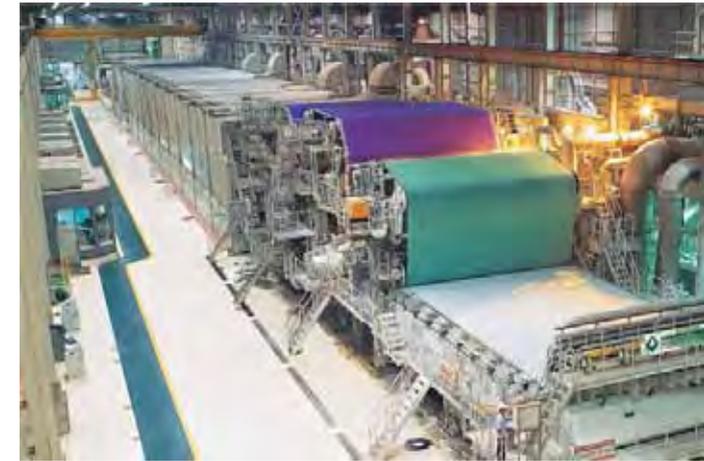


### **Web scanner at work.**

*With the information relayed to a control room and monitored by experienced operators irregularities or defects can be rapidly corrected.*



*Double A Jumbo reel ready to be converted to various paper sizes.*



*Paper production line.*



*Double A's packing line.*

How do we maintain a super smooth surface and high quality known today around the world?

*Double A Paper-Tree* gives the highest fiber count per gram, which results in paper bulk and smooth surface.



## Unique Fiber Characteristics

Smooth surface, high density, high opacity, low ash content and paper with good formation. These remarkable qualities of **Double A** are derived from its high fiber content of 30 million fiber per gram. This unique fiber characteristic that can only be sourced from **Double A** Paper-Tree.

## 7 Advantages of using **Double A**

**Double A**'s modern production facilities equipped with state-of-the-art technology ensure that all raw materials turn into the best quality paper. Under independent high speed laboratory testing, **Double A** was confirmed "No Jam" paper.

- **Good Runnability:**

**Double A**'s unique high fiber content and modern technology give **Double A** paper consistent "good runnability".

- **Printing Sharpness:**

**Double A**'s smooth surface allows for good toner transfer, making copies as sharp as the original.

- **Excellent Smoothness:**

**Double A**'s smooth surface gives it a high quality touch and makes for effortless copying, especially in high-speed machines.

- **Bright Appearance:**

**Double A**'s whiteness provides high print contrast and resistance to fading.

- **Enhanced Copier Performance:**

Low dust content when printing and copying lessens machine downtime and prolongs the life of the copier.

- **Two-Sided Use:**

The high opacity and excellent formation resulting from **Double A**'s high quality fiber allows double-sided use.

- **Longer Storage Period for Documents:**

Acid free paper has longer shelf life, making it perfect for storing documents.



**What is *Double A*'s sustainable business model?**

**Mill of Tomorrow**

**Creating Asia's sustainable paper business model**

**Double A** is founded on a vision to create a good paper that does good to the environment. **Double A** has set the industry benchmark for developing a sustainable source of high quality fiber, Paper from KHAN-NA. A proof to 'living with nature', Paper from KHAN-NA promotes proper utilization of resources, creating shared value among Thai farmers, and preserving environment and biodiversity.



**A business model that revolves around the environment, economic and social responsibilities.**

**Creating a Better World for Future Generations**

**Double A** Paper-Tree helps reduce global warming. The carbon dioxide absorbed is stored as wood which is the main raw material for pulp and paper making. **Double A** routinely plants up to 400 million paper trees that absorb 6.7 million tonnes of CO<sub>2</sub> per year.

**Helps Preserve the Environment**

Paper from KHAN-NA helps preserve the environment and natural biodiversity. It does not promote logging of natural forest nor its conversion to large scale tree plantations. Instead, the program helps in their preservation for generations to come.

**No Displacement of Farm Families**

Farmers are in total control of their farm lands. They are not forced to leave their lands to make way for large scale tree plantations. The farmers are rather encouraged to utilise and realize the real value of their unused KHAN-NA.

**Distribution of Income to the Community**

Paper from KHAN-NA creates shared value with the farmers. Farmers earn up to 8% in additional income which supplements their income from rice cultivation.

**Compliance with international standards**

**Double A** mill is certified with ISO 14001 Environmental Management standards.



**ECF Bleaching**

**Double A**'s pulp production facilities use Elementary Chlorine Free (ECF) bleaching which reduces toxic by product and minimizes health risks.

How does *Double A* help reduce global warming?

ENVIRONMENT

By using renewable biomass power from tree waste and by-products.



## Renewing and Optimising Production Waste

**Double A** turns its waste from production into renewable energy. Wood debris, oversize woodchips, tree barks and lignin, the usual wastes from wood processing are used as fuel for generating 100 MW of electricity and steam power that supports our production. Biomass power is sent to the local grid for use of community of 400,000 households. Furthermore, the use of renewable biomass power saves 340 million liters of diesel oil annually.



The Thailand Ministry of Energy has recognized **Double A**'s "BIOMASS Co-Generation Power Plant" project at the 2008 Thailand Energy Awards. Also in 2008, **Double A** received an award at the ASEAN Best Practices Competition for Renewable Energy

Evaporator used for cooking liquor from pulp production. The concentrated strong black liquor is used as fuel for biomass power generation.



**Double A** on-site machineries and delivery trucks are all powered with natural gas for vehicles (NGV) instead of diesel oil thereby reducing carbon footprint.

## Carbon Footprint

**Double A** commissioned Asian Institute of Technology (AIT) Thailand and Chulalongkorn University (Thailand) to conduct a cradle to mill gate carbon footprint and carbon offset study. The results showed that **Double A** is able to offset all carbon dioxide emitted through **Double A** Paper from KHAN-NA – leaving a carbon negative position at the mill gate.



## How do we manage water conservation?



## By recycling the water squeezed out from the wash.

Wash presses for conserving water work in much the same way as squeezing water from a wet towel, the pulp washing plant uses wash press to squeeze out water from the wet pulp which is recycled back into the process.

### **Own Rainwater Reservoir**

In 1995, **Double A** constructed a 36 million cubic meter rainwater reservoir for mill use, to supply water to surrounding industrial park and to irrigate the green vegetation around the mill such as trees, tapioca and nepia grass.



### **Efficient Water Consumption**

A number of wash-presses are used for separating the dissolved material and chemicals in the process from the pulp. Water is efficiently used in order to reduce water consumption. With the applied technology, only 7-8 cubic meter of water or 10% of the industry standard is needed to wash one tonne of pulp.



Irrigating green vegetation around the mill with treated factory discharge: no waste water from the mill is allowed to enter natural waterways.

How do we ensure the constant supply of sustainable wood for production?



ECONOMIC

By offering incremental income to Thai farmers who grow *Double A Paper-Tree*, in *Double A's Paper From KHAN-NA* program.



**Constant Supply of Wood**

Sustainable paper-making requires a constant supply of sustainable fiber from Paper from KHAN-NA. **Double A**'s Wood Management and Chip Management teams rigorously control and monitor the quality of the logs that are bound to the mill. **Double A** employs stringent standards to verify the source of every log that is accepted for production to prevent contamination, ensure the consistent high-quality pulp required to produce premium paper, and confirm that the mill always use fiber from well-managed sources.

**Double A** is certified by Bureau Veritas Certification, confirming its compliance with European requirements and standards. This ensures the legality of wood source in **Double A**'s supply chain.

**Double A Supports Rural Communities**

**Double A** received the Asian CSR Award for Poverty Alleviation for its efforts in bringing shared value among Thai farm communities. Over 1.5 million farmer families across Thailand earn up to THB 5 billion in additional income from growing paper trees along KHAN-NA. The extra income is mainly used to support their children's education.



*Double A was presented with the Asian Corporate Social Responsibility (CSR) Award for Poverty Alleviation for its Paper from KHAN-NA initiative.*



**What's the positive impact of Paper from KHAN-NA to Thai farming community?**



**It reinforces family structure and community values.**

**Reinforces Family Structure and Community Values.**

Paper from KHAN-NA allows the farmers to be in charge of their own farm lands. Farmers grow **Double A** paper trees along the KHAN-NA, with rice growing in their paddies.

This way, they have two secure sources of income: traditional cash crops and **Double A** Paper-Tree.



*A sustainable and secure livelihood*



*10 years later.*

## How do we engage the community to participate in our CSR programs?



Educational improvement is an example.

### Double A Donates Paper Tree Saplings to Rural Schools

A joint cooperation with the Office of Basic Education and the Thailand Environmental Institute, the project provides tree saplings to over 6,600 provincial schools throughout Thailand to grow and resell to **Double A** after 3-5 years. The proceeds are used to buy basic school materials, support school activities, school building renovation and educational fund.

The number of participating schools is growing. More rural schools now have access to educational resources which improve their quality of education.



### Double A Collaborates with Sri Lankan Government Agency to Promote Environmental Sustainability

Sri Lanka State Trading Corporation (STC) and **Double A** invited Sri Lankan government officials to a conference on "Global Sustainability Challenge for the Paper Industry". The conference's aim was to introduce new concepts on environmental sustainability being practiced by **Double A**.



### Stop CO2 Petition

**Double A** in cooperation with Korea Green Foundation collected 100,000 signatures to pledge carbon dioxide reduction in Seoul and Busan.



### Double A Supports Earth Hour Initiative

**Double A** is an active supporter of Earth Hour, an annual event organized by the World Wildlife Fund (WWF) which invites people around the globe to turn off their lights for one hour. This yearly event is participated by all of **Double A**'s 18 international offices, more than 1,000 **Double A** partners and their families from 120 countries. This is part of **Double A**'s continued efforts to raise awareness on environmental issues and the little things that can be done to reduce carbon footprint.



### Double A Donates to the 8th Korea Green Film Festival

**Double A** has donated KRW 50 million to the 8th Green Film Festival in Seoul (GFFIS), an annual activity of **Double A**'s NGO partner, Korea Green Foundation (KGF) and the biggest film festival of its kind in Asia. The 8th GFFIS screened around 100 environment-themed films, documentaries and animations from 30 countries.



### Platinum Sponsor of National Breast Cancer Foundation, Australia

**Double A** has been a platinum partner of National Breast Cancer Foundation (NBCF) since 2005. NBCF is the leading community-funded organisation in Australia raising money for research into prevention and cure of breast cancer.



### Double A Green Promise Campaign

**Double A** and Korea Green Foundation launched "Green Promise Campaign", an environmental awareness campaign that calls for an immediate action to stop climate change. Green Promise Campaign encourages people to do their part in reducing their own carbon footprint to stop global warming. This can be done by making small changes in their everyday activities. The campaign has featured '8 ways to reduce CO<sub>2</sub> emission' and more than 2,000 individuals have promised to reduce CO<sub>2</sub> through Green Promise.

How do we respond to the increasing global demand for high quality paper?



BRAND

By investing in paper capacity enhancement.

### Paper Making Capacity

As one of the key players in the paper industry, **Double A** currently operates three paper mills in Prachinburi, Thailand and one in France with a combined annual capacity of 1.12 million tons. The paper mills produce high quality coated and uncoated paper with excellent performance and distinct quality.



Advance Paper Mill 3, Prachinburi, Thailand

Double A Alizay Mill, Alizay, France

### Investing in Paper Capacity to Sustain Global Demand

#### Paper Mill 3

To sustain the growing global demand for **Double A** paper especially in new markets in Africa and Eastern Europe, a new paper mill has been added to **Double A**'s Prachinburi mill. The 250,000 ton Paper Mill 3 is the first in Asia to run in 100% short fiber from Paper from KHAN-NA.

#### Double A Alizay Mill

**Double A** Alizay paper mill in France has a production capacity of 300,000 tons per year. This investment represents **Double A**'s ongoing commitment to growing the brand and supporting its European customers.

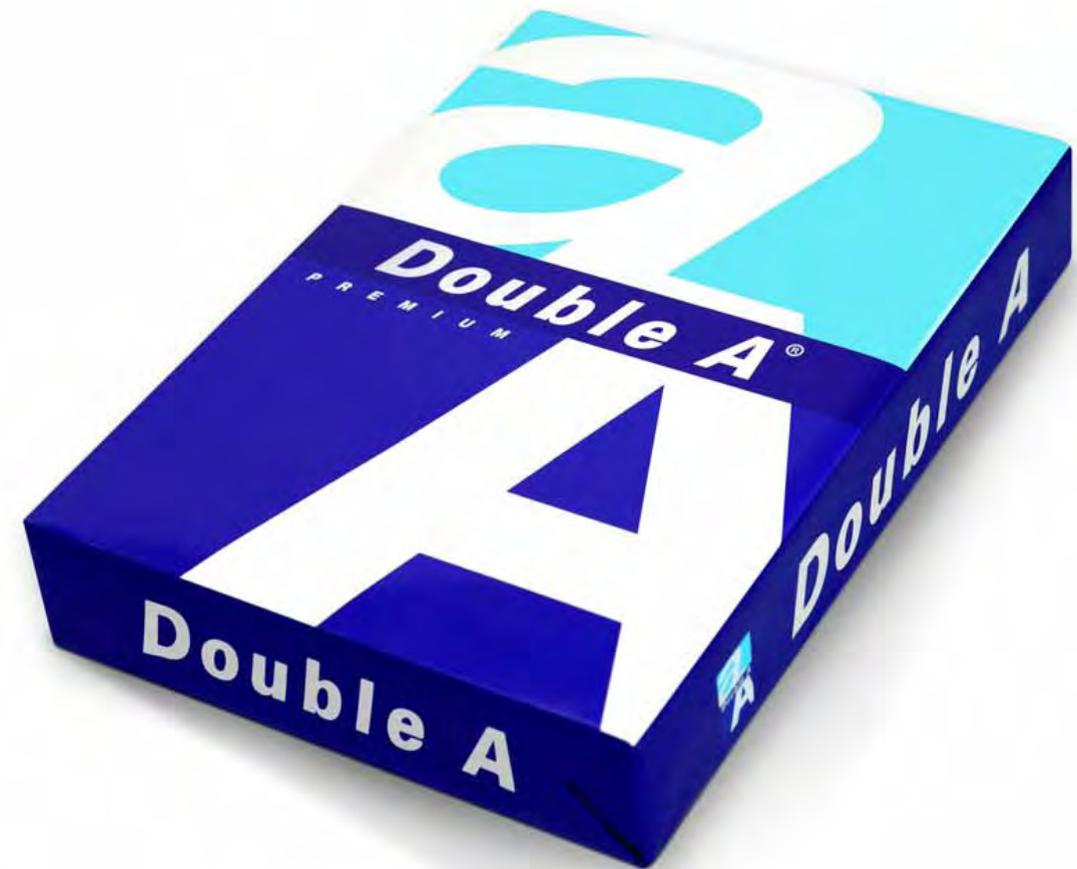
#### Dafeng Port Agreement

**Double A** has signed a joint venture agreement to set up a pulp and paper mill in Dafeng China. The agreement is between **Double A** Holding Limited and Defeng Port Authority. The mill will be situated in the northern Jiangsu province and will produce 500,000 tons of paper per year using sustainable fiber from **Double A** farmed trees.

How did we establish ourselves as a distinguished brand across Asia and the world?



By inviting customers to feel the difference through product trials.



## Branded Distribution Channels Through to End Users

Special outlets such as **Double A** Copy Centers and **Double A** Stationery Shops ensure our products are even more accessible to the customers, resulting in higher retail sales.



**Double A Copy Center**  
Chain of eye-catching stores.



**Double A Stationery**  
Stylish **Double A** retail outlet.

## Line Extensions under **Double A** Brand

After the global acceptance of our copy paper, new products are launched in the market using the same distinctive **Double A** style to reinforce recognition of the brand.

### **Double A Stationery Products**

Innovative stationery products with more functions and design for everyone.



**Double A 75 gsm**



**Double A Toner**  
Premium laser cartridge.



**Double A Folio**  
Paper for bulk commercial printing with coated and plain finishing.



**Double A Color Print**  
A premium specialty paper suitable for outstanding performance of color copying and printing.



**Double A Gel Pen**

After all the meticulous production processes, what really accounts for **Double A's** success in global market?

**An Established Brand**

Once the brand recognition has been established, **Double A** attracted a large number of product trials, which led to market acceptance and later on, customer loyalty.



The simple elegance of the product itself.



Advertisement for the Netherlands



Banner for Lithuania



Flyer for France



LED Advertisement in Shanghai



Metro Advertisement for Guangzhou



Flyer for Germany



Online Advertisement in Australia



Poster for Malaysia



Poster for Beijing



News stand for Guangzhou



Poster for United Arab Emirates



Taipei 101 Advertisement



Print Advertisement for Double A 10th Anniversary in Thailand

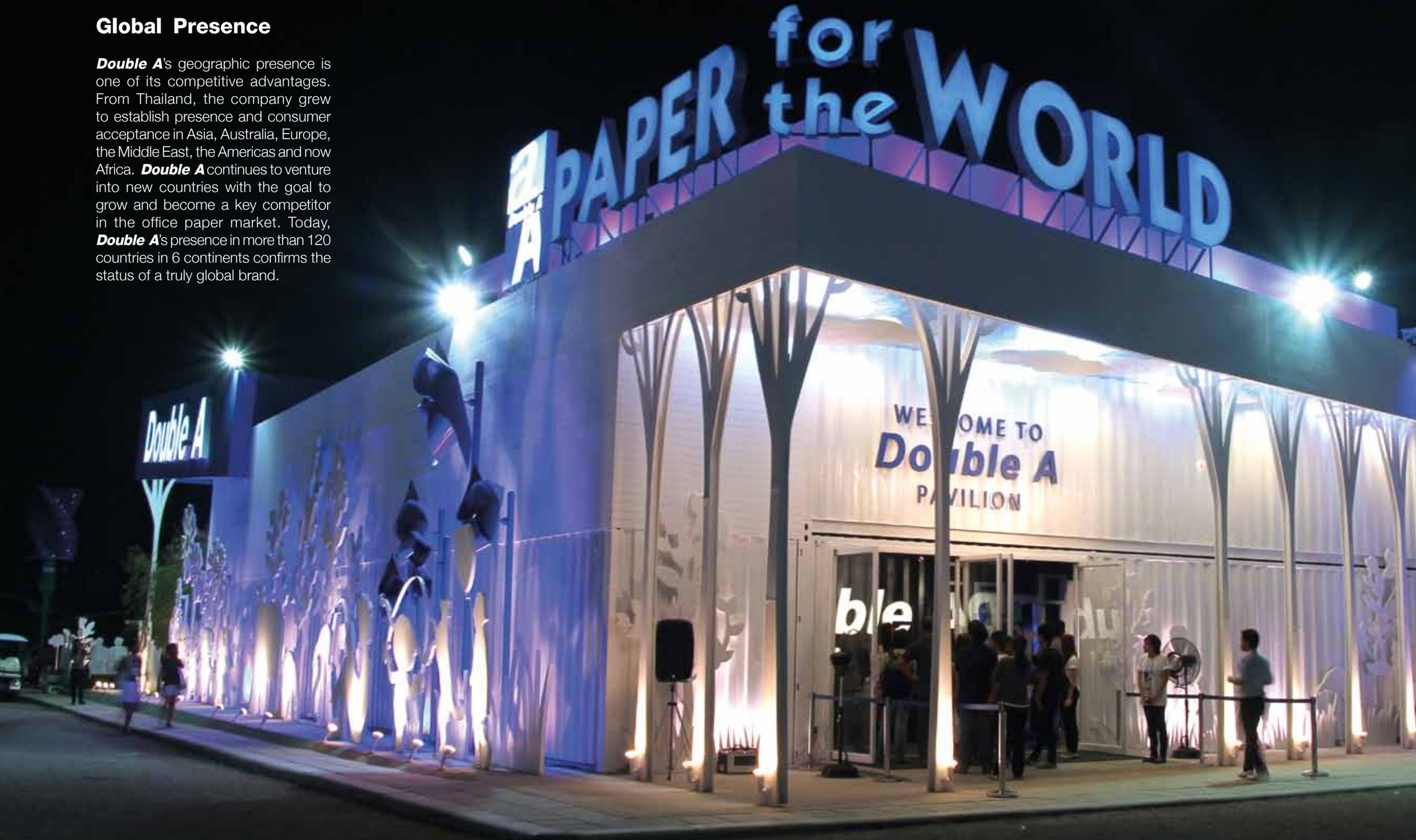
Where is *Double A* today?

*Double A* is a global brand with presence in 6 continents and 120 countries.



## Global Presence

**Double A's** geographic presence is one of its competitive advantages. From Thailand, the company grew to establish presence and consumer acceptance in Asia, Australia, Europe, the Middle East, the Americas and now Africa. **Double A** continues to venture into new countries with the goal to grow and become a key competitor in the office paper market. Today, **Double A's** presence in more than 120 countries in 6 continents confirms the status of a truly global brand.



# PAPER FOR THE WORLD



PAPER  
FROM  
FARMED TREES