

Table: chain of custody links between global brands and APP mills

APP market sector	Group	Brand/ subsidiary/ associate company	Country of sale	Brand link to trafficking route (1–4) for Indah Kiat Perawang pulp and identified APP mill	Summary of evidence	Identified APP brands	Retailed final product	Retailer, location and date of purchase	Testing results showing presence of MTH and/or acacia¹
Tissue and copy paper	Auchan (France)	Auchan	China	Trafficking route three Yalong, China Gold Hongye, China	Auchan China stocks several APP-brand products, including copy paper and tissue products.	Flagship (copy paper) Breeze (tissue)	n.a.	Auchan (Beijing, Kexing, China), June 2011	MTH & acacia Acacia
Tissue	Tesco (UK)	Tesco	China	Trafficking route three Gold Hongye, China	Tesco retail outlets in China stock APP tissue brands including Breeze and Virjoy. ²	Breeze Virjoy	n.a. n.a.	Tesco (Beijing, Dacheng, China), June 2011	Acacia Acacia
Copy paper	PaperlinX (Australia)	Spicers (USA)	USA	Trafficking route one Indah Kiat Perawang, Indonesia	In 2011, Spicers US imported 377t of the APP copy paper brand Paperline. ³	Paperline	n.a.	G8 Central (USA), November 2011	Traces of MTH, principally acacia ⁴
	Sima Europe BV (Netherlands)	Sima Europe BV	n.a.	Trafficking route four Indah Kiat Tangerang, Indonesia	Sima Europe claims to be the sole distributor of Spectra Color (an Indah Kiat colour copy paper brand) ⁵ to the Benelux states. ⁶	Spectra Color	n.a.	n.a.	Not tested
	White Paper Co (Canada)	White Paper Co	n.a.	APP	White Paper Co's own copy paper brand Polar Plus is being produced by APP. ⁷	n.a.	Polar Plus	n.a.	Not tested
Printing paper	PaperlinX (Australia)	PaperlinX Canada	n.a.	Trafficking route three Gold East Paper, China	In 2011, PaperlinX Canada imported over 3,300t of Gold East coated printing papers. ⁸	n.i.	n.a.	n.a.	Not tested
	PaperlinX (Australia)	Dalton Paper	Australia	Trafficking routes three and four Pindo Deli Perawang,	Dalton Paper, an Australian PaperlinX subsidiary, states that its own printing paper brand Alpine is sourced from three different	n.a.	Alpine Cast Coated ⁹ Alpine Coated	n.a. Dalton (Australia),	Not tested Small

				Indonesia Gold East Paper/Gold Huasheng, China	APP paper mills.	n.a.	Gloss/Satin ¹⁰	July 2011	volume of MTH, mainly acacia
Stationery	Vera Bradley Inc (USA)	Vera Bradley Inc	n.a.	Trafficking route three Gold East Paper/Gold Huasheng/Hainan Pulp & Paper, China	The 2011 Sinar Mas Print Awards include a stationery ensemble made for the design company Vera Bradley Inc. ¹¹	东帆	Vera Bradley office stationery ensemble ¹²	n.a.	Not tested
Packaging	3M Company (USA)	3M Company	n.a.	Trafficking route three Gold East Paper, China	The 2011 Sinar Mas Print Awards include labels printed for the 3M product Thinsulate, Hong Kong Version, on Space Shuttle (157gsm) manufactured by Gold East. ¹³	Space Shuttle	3M Thinsulate label ¹⁵	n.a.	Not tested
				Yalong Paper, China	In 2011, the 3M Company imported 78t of notebooks from Yalong Paper, China, to the USA. ¹⁴	n.i.	n.i.	n.a.	Not tested
	Scatolificio del Garda (Italy)	Scatolificio del Garda (SDG)	n.a.	Trafficking route three Yalong, China	SDG was a major European consumer of polyethylene (PE) coated board from Yalong Paper in 2011. ¹⁶ This type of board is used largely by the food and catering sector. SDG lists its clients as including illycaffè S.p.A (Italy) and Mövenpick Hotel & Resorts (Switzerland). ¹⁷	n.i.	n.i.	n.a.	Not tested
Books and printed materials	Advance Publications Inc (USA)	Condé Nast	n.a.	Trafficking route three Gold East Paper, China	The Sinar Mas Print Awards, sponsored by the Sinar Mas group, are open to printers internationally. At least 70% of the paper used in entries must be from Gold East Paper, Gold Huasheng Paper or Hainan Jinhai Pulp & Paper. ¹⁸ The 2011 Sinar Mas Print Awards include the <i>Vogue China</i> anniversary book <i>The best of five</i> , published by Condé Nast and printed on Space Shuttle paper manufactured by Gold East. ¹⁹	Space Shuttle	<i>Vogue - The best of five</i>	n.a.	Not tested
	British	British	n.a.	Trafficking route three	The 2011 Sinar Mas Print Awards include the	Space Shuttle	<i>Afghanistan:</i>	n.a.	Not tested

	Museum Company Ltd (UK)	Museum Press		Gold East Paper, China	British Museum exhibition catalogue <i>Afghanistan: crossroads of the ancient world</i> , printed on Space Shuttle paper, manufactured by Gold East.		<i>crossroads of the ancient world</i> ²⁰ ISBN 978-0-7141-1172-8		
	Bulova (USA)	Bulova	n.a.	Trafficking route three Gold East Paper/Gold Huasheng	The 2010 Sinar Mas Print Awards include a promotional product for Bulova. ²¹	n.i.	n.a.	n.a.	Not tested
	C & C Joint Printing Ltd (China)	C & C Joint Printing Ltd	n.a.	Trafficking route three Gold East Paper/Gold Huasheng/Hainan Pulp & Paper, China	This company received numerous Sinar Mas Print Awards in 2010 and 2011. ²² Sinar Mas-awarded print products – hence manufactured using APP paper – include those produced for the publishers Chinese National Geography (China), La Martinière Group/Abrams Books (France), Bulova (USA) and The British Museum (UK). C & C claims its other clients include Hachette Filipacchi Medias/Lagardère Media (France). ²³	Space Shuttle ²⁴	<i>Chinese national geography magazine</i> ²⁵ <i>Krazy Kat & the art of George Herriman: A celebration</i> ²⁶ ISBN 978-0-8109-9594-9 <i>Afghanistan: crossroads of the ancient world</i> ²⁷ ISBN 978-0-7141-1172-8	n.a. n.a. n.a.	Not tested Not tested Not tested
	Carlton Publishing (UK)	Goodman Books	n.a.	Trafficking route three Gold East Paper/Gold Huasheng/Hainan Pulp & Paper, China	The 2011 Sinar Mas Print Awards include the Goodman Books publication <i>The contemporary art book</i> . ²⁸	n.i.	<i>The contemporary art book</i> ²⁹ ISBN 978-1-8479-6005-4	n.a.	Not tested
	Chinese National Geography Press (CNG) (China)	Chinese National Geographic	China	Trafficking route three Gold East Paper/Gold Huasheng/Hainan Pulp & Paper, China	The 2010 Sinar Mas Print Awards include the Chinese National Geography Press publication the <i>Chinese national geography magazine</i> . ³⁰	n.i.	<i>Chinese national geography magazine</i>	n.a.	Not tested
	Everbest Printing Co Ltd (China)	Everbest Printing Co Ltd	n.a.	Trafficking route three Gold East Paper/Gold	This company received numerous Sinar Mas Print Awards in 2010 and 2011. ³¹ Sinar Mas-awarded print products – hence	n.i.	<i>New Asian interiors</i> ³² ISBN 978-0-5005-	n.a.	Not tested

				Huasheng/Hainan Pulp & Paper, China	manufactured using APP paper – include those produced for the publishers Thames & Hudson (UK), David Bull Publishing (USA), FLM Publishing Co Ltd (China) and others. Everbest claims its other print clients include Ballistic Media Pty Ltd (Australia), AA Publishing (UK), Readers Digest (USA), The Five Mile Press (Australia), Hinkler Books Pty Ltd (Australia) and many others.	n.i. n.i.	1546-4 <i>Can-Am cars in detail</i> ³³ ISBN 978-1-9350-0711-1 <i>iW - International Watch</i> magazine ³⁴	n.a. n.a.	Not tested Not tested
	General Motors (USA)	General Motors	n.a.	Trafficking route three Gold East Paper, China	The 2011 Sinar Mas Print Awards include a General Motors Buick Lacross catalogue, printed on Gold East Paper's Xplore (200gsm). ³⁵	Xplore	Buick Lacross catalogue	n.a.	Not tested
	La Martinière Groupe (France)	Abrams Books	n.a.	Trafficking route three Gold East Paper, China	The 2010 and 2011 Sinar Mas Print Awards include several Abrams Books publications.	n.i.	<i>Earth from above</i> ³⁶ ISBN 978-0-8109-9693-9 <i>Golf magazine private lessons</i> ³⁷ ISBN-10: 0810984822 <i>Krazy Kat & the art of George Herriman: A celebration</i> ³⁸ ISBN 978-0-8109-9594-9	n.a. n.a. n.a.	Not tested Not tested Not tested
	R.R. Donnelley & Sons Co (USA)	R.R. Donnelley	USA	Trafficking route three Gold East Paper/Gold Huasheng/Hainan Pulp & Paper, China	RR Donnelley received numerous Sinar Mas print awards in 2010 and 2011. Sinar Mas–awarded print products – hence manufactured using APP paper – include those produced for National Geographic (USA) and Nike (USA).	n.i. Space Shuttle	<i>Global birding</i> ³⁹ ISBN-10: 1426206380 Nike+ SportWatch GPS ⁴⁰	Amazon.com (USA), October 2011 Amazon.com (USA), December 2011	MTH & acacia Small amount of MTH, some acacia
	TATA (India)	TATA	n.a.	Trafficking route three	The 2011 Sinar Mas Print Awards include a	n.i.	2011 TATA summer	n.a.	Not tested

				Gold East Paper/Gold Huasheng/Hainan Pulp & Paper, China	catalogue printed for TATA (India). ⁴¹		catalogue ⁴²		
	Thames & Hudson Ltd (UK)	Thames & Hudson Ltd	USA	Trafficking route three Gold East Paper, China	The 2011 Sinar Mas Print Awards include the Thames & Hudson publications <i>I wonder</i> and <i>New Asian interiors</i> .	Space Shuttle n.i.	<i>I wonder</i> ⁴³ ISBN 978-0-5005-1529-7 <i>New Asian interiors</i> ⁴⁴ ISBN 978-0-5005-1546-4	Amazon.com (USA), December 2011 n.a.	MTH & acacia Not tested
	Toppan Leefung Co Ltd (Japan)	Toppan Leefung (Hong Kong) Ltd	n.a.	Trafficking route three Gold East Paper, China	This company received numerous Sinar Mas Print Awards in 2010 and 2011. ⁴⁵ Sinar Mas awarded print products – hence manufactured using APP paper – include those produced for publishers Thames & Hudson (UK), Condé Nast (France), Hachette Filipacchi Medias/Lagardère Media (France) and others. Toppan Leefung claims its other clients include National Geographic (USA). ⁴⁶	Space Shuttle Space Shuttle Space Shuttle Space Shuttle	<i>I wonder</i> ⁴⁷ ISBN 978-0-5005-1529-7 <i>Vogue - The best of five</i> ⁴⁸ <i>GQ China</i> ⁴⁹ <i>ELLE China</i> ⁵⁰	n.a. n.a. n.a. n.a.	Not tested Not tested Not tested Not tested

¹ IPS and IfP-GmbH test results 2010–2012. Copies held by Greenpeace.

² Greenpeace East Asia, supermarket survey, February 2012

³ US customs data, full year 2011, downloaded via Trademining.com in February 2012

⁴ Fibre testing of Paperline Gold copy paper bought at Carrefour in Indonesia in March 2011 showed 12% MTH content. Paperline copy paper bought in Taiwan in June 2010 showed 17% MTH.

⁵ APP (2009)

⁶ Sima Europe website www.simaurope.com/nl/wat_sima.htm accessed 21/2/2012

⁷ White Paper Co website www.whitepaper.com/products/virginsheets.php accessed 22/2/2012

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- ⁸ US customs data, full year 2011, downloaded via Trademining.com in February 2012
- ⁹ Dalton website www.dalton.com.au/product_details_alpine_cast_coated_7.aspx accessed February 2012
- ¹⁰ Dalton website www.dalton.com.au/product_details_alpine_coated_86.aspx accessed February 2012
- ¹¹ Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/sub_main_2.asp?id=891
- ¹² Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/sub_main_2.asp?id=891
- ¹³ Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/11/sub_main_2.asp?id=893&zplx=%B1%EA%C7%A9&nf=%B5%DA%CE%E5%BD%
- ¹⁴ US Customs data, accessed via Trademining.com, February 2012
- ¹⁵ Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/11/sub_main_2.asp?id=893&zplx=%B1%EA%C7%A9&nf=%B5%DA%CE%E5%BD%
- ¹⁶ Confidential information, copy held by Greenpeace
- ¹⁷ SDG website www.sdgspace.it accessed 25/2/2012
- ¹⁸ Sinar Mas Print Awards website 'Application requirement' www.sinarmasprintawards.com/english/sub_bmxz.asp accessed 17/1/2012
- ¹⁹ Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/11/sub_main_2.asp?id=914&zplx=%D3%A1%D2%D5%B4%B4%D0%C2&nf=%B5%DA%CE%E5%BD%EC&mc=&print=&jx=
- ²⁰ Sinar Mas Print Awards 2011 website [www.sinarmasprintawards.com/11/sub_main_2.asp?id=836&zplx=%C6%BD%D7%B0%CA%E9%BC%AE%BB%AD%B2%E1\(%A1%DD4%C9%AB\)&nf=%B5%DA%CE%E5%BD%EC](http://www.sinarmasprintawards.com/11/sub_main_2.asp?id=836&zplx=%C6%BD%D7%B0%CA%E9%BC%AE%BB%AD%B2%E1(%A1%DD4%C9%AB)&nf=%B5%DA%CE%E5%BD%EC)
- ²¹ Sinar Mas Print Awards 2010 website www.sinarmasprintawards.com/10/sub_qtzip.asp?zplx=%D0%FB%B4%AB%C6%B7&nf=&Submit.x=6&Submit.y=9&offset=30
- ²² See Sinar Mas Print Awards website www.sinarmasprintawards.com
- ²³ C & C Joint Printing website www.ccoffset.com/eng/product/pcp_pro_magnperi.aspx accessed February 2012
- ²⁴ Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/11/sub_main_2.asp?id=880&zplx=%CA%E9%BC%AE%D7%B0%D6%A1%C9%E8%BC%C6&nf=%B5%DA%CE%E5%BD%EC&mc=&print=&jx=
- ²⁵ Sinar Mas Print Awards 2010 website [www.sinarmasprintawards.com/10/sub_main_2.asp?id=596&zplx=%C6%DA%BF%AF%D4%D3%D6%BE\(%C2%D6%25](http://www.sinarmasprintawards.com/10/sub_main_2.asp?id=596&zplx=%C6%DA%BF%AF%D4%D3%D6%BE(%C2%D6%25)
- ²⁶ Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/11/sub_main_2.asp?id=898&zplx=%CA%E9%BC%AE%BB%AD%B2%E1%28%CB%AB%BD%BA%29&nf=%B5%DA%CE%E5%BD%EC
- ²⁷ Sinar Mas Print Awards 2011 website [www.sinarmasprintawards.com/11/sub_main_2.asp?id=836&zplx=%C6%BD%D7%B0%CA%E9%BC%AE%BB%AD%B2%E1\(%A1%DD4%C9%AB\)&nf=%B5%DA%CE%E5%BD%EC](http://www.sinarmasprintawards.com/11/sub_main_2.asp?id=836&zplx=%C6%BD%D7%B0%CA%E9%BC%AE%BB%AD%B2%E1(%A1%DD4%C9%AB)&nf=%B5%DA%CE%E5%BD%EC)

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- ²⁸ Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/11/sub_qtzip.asp?zplx=%CA%E9%BC%AE%D7%B0%D6%A1%C9%E8%BC%C6&nf=%B5%DA%CE%E5%BD%EC
- ²⁹ Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/11/sub_qtzip.asp?zplx=%CA%E9%BC%AE%D7%B0%D6%A1%C9%E8%BC%C6&nf=%B5%DA%CE%E5%BD%EC
- ³⁰ Sinar Mas Print Awards 2010 website [www.sinarmasprintawards.com/10/sub_main_2.asp?id=596&zplx=%C6%DA%BF%AF%D4%D3%D6%BE\(%C2%D6%25](http://www.sinarmasprintawards.com/10/sub_main_2.asp?id=596&zplx=%C6%DA%BF%AF%D4%D3%D6%BE(%C2%D6%25)
- ³¹ See Sinar Mas Print Awards website www.sinarmasprintawards.com
- ³² Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/sub_main_2.asp?id=951
- ³³ Sinar Mas Print Awards 2010 website www.sinarmasprintawards.com/sub_main_2.asp?id=635&zplx=&jx=&nf=&mc=&print=
- ³⁴ Sinar Mas Print Awards 2010 website www.sinarmasprintawards.com/09/sub_main_2.asp?id=395&zplx=%C6%DA%BF%AF%D4%D3%D6%BE%A3%A8%C6%BD%D5%C5%D3%A1%CB%A2%A3%A9&nf=%B5%DA%C8%FD%BD%EC
- ³⁵ Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/11/sub_main_2.asp?id=865&zplx=%D0%FB%B4%AB%C6%B7%D3%EB%D0%CD%C2%BC%28%A3%BC32%D2%B3%29&nf=%B5%DA%CE%E5%BD%EC
- ³⁶ Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/sub_main_2.asp?id=653&zplx=&jx=&nf=&mc=&print=
- ³⁷ Sinar Mas Print Awards 2010 website [www.sinarmasprintawards.com/10/sub_main_2.asp?id=612&zplx=%CA%E9%BC%AE%BB%AD%B2%E1\(%CB%AB%BD%BA\)&nf=%B5%DA%CB%C4%BD%EC](http://www.sinarmasprintawards.com/10/sub_main_2.asp?id=612&zplx=%CA%E9%BC%AE%BB%AD%B2%E1(%CB%AB%BD%BA)&nf=%B5%DA%CB%C4%BD%EC)
- ³⁸ Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/11/sub_main_2.asp?id=898&zplx=%CA%E9%BC%AE%BB%AD%B2%E1%28%CB%AB%BD%BA%29&nf=%B5%DA%CE%E5%BD%EC
- ³⁹ Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/sub_main_2.asp?id=577&zplx=&jx=&nf=&mc=&print=
- ⁴⁰ Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/sub_main_2.asp?id=890
- ⁴¹ Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/sub_main_2.asp?id=992
- ⁴² Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/sub_main_2.asp?id=992
- ⁴³ Sinar Mas Print Awards 2011 website [www.sinarmasprintawards.com/11/sub_main_2.asp?id=823&zplx=%BE%AB%D7%B0%CA%E9%BC%AE%BB%AD%B2%E1\(%A1%DD4%C9%AB\)&nf=%B5%DA%CE%E5%BD%EC](http://www.sinarmasprintawards.com/11/sub_main_2.asp?id=823&zplx=%BE%AB%D7%B0%CA%E9%BC%AE%BB%AD%B2%E1(%A1%DD4%C9%AB)&nf=%B5%DA%CE%E5%BD%EC)
- ⁴⁴ Sinar Mas Print Awards 2011 website www.sinarmasprintawards.com/sub_main_2.asp?id=951
- ⁴⁵ See Sinar Mas Print Awards website www.sinarmasprintawards.com

⁴⁶ Toppan Lefung website www.toppanleefung.com/Header_Magazines.aspx accessed 24/2/2012

⁴⁷ Sinar Mas Print Awards 2011 website
[www.sinarmasprintawards.com/11/sub_main_2.asp?id=823&zplx=%BE%AB%D7%B0%CA%E9%BC%AE%BB%AD%B2%E1\(%A1%DD4%C9%AB\)&nf=%B5%DA%CE%E5%BD%EC](http://www.sinarmasprintawards.com/11/sub_main_2.asp?id=823&zplx=%BE%AB%D7%B0%CA%E9%BC%AE%BB%AD%B2%E1(%A1%DD4%C9%AB)&nf=%B5%DA%CE%E5%BD%EC)

⁴⁸ Sinar Mas Print Awards 2011 website
www.sinarmasprintawards.com/11/sub_main_2.asp?id=914&zplx=%D3%A1%D2%D5%B4%B4%D0%C2&nf=%B5%DA%CE%E5%BD%EC&mc=&print=&jx=

⁴⁹ Sinar Mas Print Awards 2010 website
[www.sinarmasprintawards.com/10/sub_main_2.asp?id=593&zplx=%C6%DA%BF%AF%D4%D3%D6%BE\(%C2%D6%D7%AA%D3%A1%CB%A2\)&nf=%B5%DA%CB%C4%BD%EC](http://www.sinarmasprintawards.com/10/sub_main_2.asp?id=593&zplx=%C6%DA%BF%AF%D4%D3%D6%BE(%C2%D6%D7%AA%D3%A1%CB%A2)&nf=%B5%DA%CB%C4%BD%EC)

⁵⁰ Toppan Lefung website www.toppanleefung.com/Header_Magazines.aspx accessed 24/2/2012