

Guarro Casas promotes sustainability throughout its paper production process

- The paper-manufacturing company has added the Greenluxe collection to its catalogue, a post-consumer waste paper featuring a total of 26 references and superior mechanical properties.
- Among other measures, the company will offset this material's carbon footprint by planting trees in Spain to offset the resulting CO₂ emissions.

Barcelona, February 2020.- Ecology and concern for the planet are gaining increasingly greater traction in society, and the design world is adapting its products to this changing awareness. [Guarro Casas](#), as a company that is well aware of this trend among manufacturers, is launching, in its Greenluxe catalogues, a new collection of post-consumer waste recycled paper, i.e. using materials obtained from recovery and transformation after they have been used by consumers.

The company has also committed to implementing new measures to promote sustainability throughout its production process, such as compensating for the carbon footprint left by this material by planting trees in Spain, replacing the plastic used in its catalogues with tracing paper and by working with environmentally-friendly suppliers.

Greenluxe: a recycled paper with all the features

This material is manufactured in two different ranges: one with 100% recycled pulp, from sources carefully screened to guarantee the paper's strength; the other range features 50% recycled pulp, in which the rest is comprised of long virgin fibres for jobs with highly-demanding mechanical requirements. This diversity makes it the perfect medium for rigid boxes with 120 grams, as well as for flexible substrates above 300 grams. Thus, the company supplies a total of 26 references in 12 different colours in the 50% recycled version and 8 colours in the 100% version, in 4 different grammages. Find more information on www.greenluxepapers.com

Lengthening product life

Greenluxe, which the company began to manufacture in 2018, was previously only available to customers on demand. The decision to provide it on a regular basis in the catalogue stems from a greater awareness in society of the need to give objects a second lease of life, meaning that there is a greater demand for materials recycled by industry. Guarro Casas also wants to demonstrate that it is possible to continue to offer sturdy and appealing options with recycled products.

As it is used for the packaging and publishing sectors, the material must offer the guarantee that it can be opened and closed repeatedly as if it were virgin fibre paper. The collection has passed the Quality Department's most stringent tests and presents a peerless appearance and intensity of colour, while also offering the same personalisation options as the brand's other papers: printing, stamping, coating, embossing, gluing, scoring and folding.

A company firmly committed to the planet

Guarro Casas has always regarded respect for the environment and sustainability as the mainstays of its manufacturing process. Throughout its existence, it has gradually embraced actions with this goal in mind: water-saving, its reutilization and optimisation; the use of purified fibres to generate organic fertilisers; increasingly greater consumption of renewable energies; the use of pulp that comes only from certified forests or 100% recycled, and even the manufacture of neutral and water-based paper (solvent- and chlorine-free) without heavy metals.

However, this year the company decided to go even further by compensating for the carbon footprint resulting from the production of its Greenlux collection. In other words, every year the paper-manufacturing company will calculate the amount of CO₂ it has emitted in the manufacturing process of this material and will offset it by planting trees to absorb the amount produced by the paper with the help of companies who engage in this activity in Spain. In this way, besides being a recycled range of papers, the material will also become as sustainable as possible.

Process-wide environmental protection

One of the most important actions implemented by Guarro Casas in order to continue to look after our planet is the elimination of the use of plastic in all its catalogues, which are now protected by parchment paper. However, these new measures are also being implemented inside the actual company, and all its personal computers use the Ecosia.org browser, which puts all its profits back into planting trees in areas such as the Amazon and whose servers are powered by totally renewable energy.

Suppliers are also selected on the basis of their environmental responsibility. By way of example, the company's Website is hosted by Microsoft Azure, which is 98% more efficient in terms of carbon emissions than traditional corporate data centres, and also supports the carbon neutrality fight.

About Guarro Casas

Guarro Casas is a company that has been manufacturing premium paper for more than 320 years. Throughout this time, the company has offered its customers unique sensations in terms of sense of touch and sight, not to mention emotions for all the senses, through its quality materials and finishes.

Guarro Casas currently sells its papers in more than 60 countries. The firm has 400 stock references in 25 different ranges of paper, and over 600 items overall counting canvases and other products. These materials are used in the most

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important publishing projects in Europe, as well as in the highly-demanding luxury packaging sector. The environment and occupational safety also lie at the heart of the company's philosophy.