

MEDIA RELEASE

Woolworths' shameful greenwashing anniversary – new ad campaign commences



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It is now one year since Woolworths was first outed for greenwashing Australian consumers with misleading and untruthful labelling on its Select brand tissue products.

Despite facing repeated pressure, the shame of being unable to prove their labelling claims to the Australian Competition and Consumer Commission and many of their global peers dumping the disgraced supplier, Asia Pulp & Paper, Woolworths continues to source its own Select brand products from the Indonesian based manufacturer.

With Woolworths due to announce its full year profit results on Tuesday, the *Wake Up Woolworths!* campaign will launch a new advertising campaign pointing out that when it comes to sustainability, Woolworths' commitment is only spin deep.

"One year after being shamed into withdrawing the Select Brand tissues products from the shelves because the labelling was lying to Australian consumers, the very same products are still on the shelves." Said Tim Woods, spokesperson for the *Wake Up Woolworths!* campaign.

"Time and again, Woolworths has said it will consider dumping Asia Pulp & Paper as a supplier, or altering where they get their Select Brand tissue products. But nothing happens and still Woolworths uses a company that sources its timber from the most dubious sources on the planet." Mr Woods said.

Over the last year, giant US companies like Staples, Office Depot and Walmart have turned on the Indonesian based APP, refusing to stock their products because they are recognised as being responsible for widespread deforestation, massive greenhouse gas emissions, loss of habitat for endangered species and labour and human rights abuses.

"Over and again, Woolworths just says it will do the right thing. Now its time for them to actually do the right thing and dump Asia Pulp & Paper as its supplier.

"Woolworths needs to cut the spin and start acting. Its time for Woolworths to take the Select Brand toilet paper and tissues off the shelves once and for all.

"Woolworths cannot claim to be serious about sustainability while they continue to source their Select Brand tissue products from Asia Pulp & Paper.

"Despite the obvious damage to the reputation of its Select brand, Woolworths refuses to commit to locally sourcing products such as toilet and facial issues, further destroying Australian jobs." Mr Woods said.

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