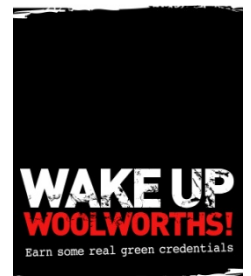


Woolworths Select Brand Paper Products

*An environmental, social and financial disaster
and what YOU can do about it*

www.wakeupwoolworths.com

The Wake Up Woolworths campaign is funded primarily by the Pulp & Paper Workers' Branch of the Construction, Forestry, Mining & Energy Union

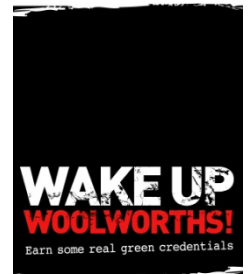


Woolworths and Asia Pulp & Paper

- Woolworths' supplier for its paper products (toilet paper, tissues, hand towels) is a company called Asia Pulp & Paper (APP)
- APP is widely considered the world's least sustainable fibre manufacturer – take 5 minutes to find out why
- Everything you are about to read has been provided to Woolworths many times – yet still, they continue their relationship with APP...

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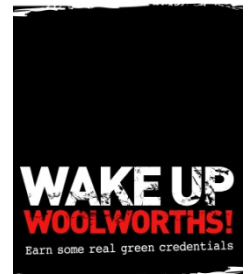


APP destroys Indonesian rainforest and logs illegally

- “APP hides its continued **destruction of natural tropical rainforests** that house Sumatran tigers and elephants behind a global advertising campaign that **misleads buyers** who are increasingly concerned with the company's **poor environmental performance.**” *(WWF 20 October 2006)*
- “Asia Pulp & Paper has...**destroyed and illegally cleared** indigenous forest.” *(CCTV International, April 2007)*
- “APP shows a **total disregard for the ecosystem** in their quest for cheap sources of raw materials.” *(Adam Tomasek, Director of WWF's Borneo and Sumatra Program. Jan 07, 2008)*
- “Indah Kiat ... part of the APP group ... sourced approximately 75% of its logs from **clear-cutting natural forests** and their operations have accounted for **287,000 hectares of deforestation** over the last 10 years.” *(Barr, Christopher (2000) "Profits on Paper: the Political-Economy of Fibre, Finance, and Debt in Indonesia's Pulp and Paper Industries," Centre for International Forestry Research (CIFOR) and WWF-International's Macroeconomics Program Office)*

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APP's disgraceful social behaviour

- “Asia Pulp & Paper (APP) subsidiary's concession in Kampar district, Riau, **hired a child** for acacia plantation as well as **did not pay the workers' wages for five months**. The workers told that they **eat monkey** in an attempt to survive in the plantation.”

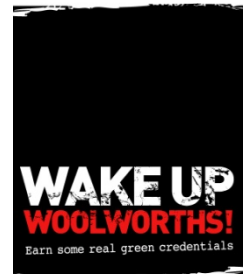
(Eyes on the Forest 15 June 2007)

- “Indah Kiat [*APP subsidiary*] came into conflict with the indigenous Sakai people after they cleared 3000 hectares of their forested land. The conflict came to a head on 3 February 2001 following the blockade of a logging road by the Sakai. According to various reports, employees ... were involved in **serious clashes with the villagers** of Betun Village, Pangkalankuas sub-district in Riau.”

(Paper Tiger, Hidden Dragons The responsibility of international financial institutions for Indonesian forest destruction, social conflict and the financial crisis of Asia Pulp & Paper Written by Ed Matthew - Friends of the Earth - England, Wales & Northern Ireland & Jan Willem van Gelder – Profundo May – 2001)

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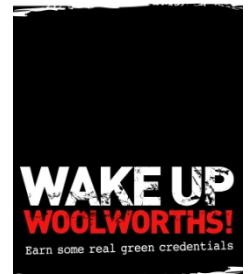


APP's disastrous financial record

- Unlike most companies in the world, APP does not even pay its debts
- “Asia’s biggest single corporate disaster has been Asia Pulp & Paper.”
(The Age 19 October 2005)
- “APP ran up enormous debts to finance its expansion...the company admitted that it could no longer service these debts, and it announced a moratorium on repayments on...US\$13.9 Billion”
(Social conflict and environmental disaster: A report on Asia Pulp & Paper’s operations in Sumatra, August 2006)
- “APP has since paid less than \$330 million in interest and \$188 million in principal payments on the US\$13 billion debt to creditors since 2005 when a debt revamp was finally inked.”
(<http://papernotes.blogs.com/papernotes/asia/index.html> November 17 2006)

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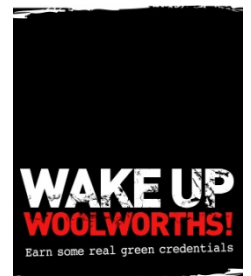


Woolworths' Select Brand paper products mislead consumers

- Woolworths misled consumers by deliberately labelling products provided by APP as:
 - 'made from 'sustainable forest fibre' and
 - 'sourced from a certified environmentally managed company that is environmentally, socially and economically responsible'
- Woolworths announced it would withdraw the products but never announced it would put stickers over the product labels and simply put them back on the shelves
- In March 2008, the ACCC determined that Woolworths was unable to prove any of the claims made on the Select Brand paper products labelling
- Woolworths has never apologised to consumers for misleading them about these products
- Even the name 'Select' suggests there's something 'better than average' about these 'worse than normal' products

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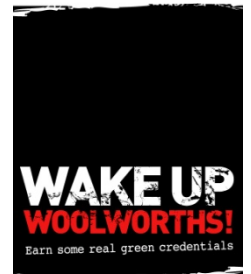


Other companies have woken up and changed paper supplier

- U.S. office supply giant Staples Inc. dumped APP as a supplier, labelling them a "great peril to our brand"
(Wall Street Journal February 8 2008)
- In December 2007, the Forestry Stewardship Council (FSC) announced that it was "dissociating" itself from the giant Sinar Mas-owned Indonesian paper company Asia Pulp and Paper (APP).
(http://www.fscwatch.org/archives/2008/01/10/FSC_dumps_Asia_Pulp_)
- Its time for Woolworths to wake up and do what others have done – stop using Asia Pulp & Paper as a supplier!

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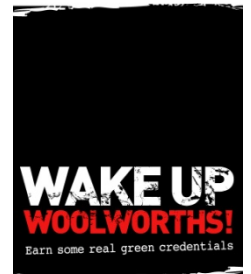


What YOU can do *personally* to make a difference

1. Next time you shop, continue to consider carefully where your paper products come from
2. Buy Australian made paper products:
 - Proper environmental standards
 - Sustainable wood fibre
 - Safe workplaces
 - Thousands of Australian workers paid properly
 - More of your money stays in Australia
3. Ask your local Woolworths / Safeway store manager to withdraw Select Brand paper products from the shelves
4. Pass this information on to other people

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How YOU can encourage *Woolworths* to Wake Up

- Write to Woolworths requesting the company to stop sourcing paper products from Asia Pulp & Paper. Write to:
Michael Luscombe
Managing Director
Woolworths Ltd
Woolworths Way
Bella Vista NSW 2153
- Contact Wake Up Woolworths at info@wakeupwoolworths.com and advise what form of shareholder resolution you would support at the company's upcoming AGM

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