

**STOP CLEARFELLING\*\*\*SAVE THE OTWAYS****Multinational corporations only listen when profits are at risk.**

A native forest clearfeller such as Kimberly-Clark can be forced to address their destructive processes when the community acts together to avoid purchasing their products.

**Domestic Retail Sales of Kimberly-Clark Products 1994 (source: Retail World)**

Kleenex Facial Tissues	\$68 million
Kleenex Toilet Tissue	\$86 million
Wondersoft Toilet Tissue	\$32 million
<b>Total</b>	<b>\$186 million</b>

If only one in ten Australians who bought these brands decided to use an alternative product, Kimberly Clark would lose up to \$18.6 million in retail sales.

**Kleenex isn't the only brand you should avoid...**

Carter Holt Harvey are another manufacturer that uses native forest to make tissue paper. Brand names to avoid include **Sorbent, Petal, Chiffon, Scotties, Snowtext and Earthcare.** (Note: EarthCare is packaged similar to SAFE)

**What you can do...**

1. Ask your local supermarket to stock tissue paper brands made from recycled paper.
2. Encourage friends & family to change brands
3. Talk to local businesses and educational institutions about changing over to alternative products.

**SAVE THE OTWAYS\*\*\*BOYCOTT KLEENEX**
**BOYCOTT KLEENEX\*\*\*STOP CLEARFELLING**
**The Alternatives.**

The products listed below are made from 100% post-consumer waste office paper. Buying these products encourages recycling and helps protect our native forests. The companies listed are Australian-owned manufacturers.

**Toilet Tissues**

<u>BRAND</u>	<u>MANUFACTURER</u>
SAFE	Paper Converting Company
SOFTEX	Cosco Holdings
ELITE (Softex)	Cosco Holdings
NATURE SOFT	
TREE FREE	
NATURALE	
NICE & SOFT	

**Facial Tissues**

(The best alternative is a handkerchief which can be re-used over a thousand times!)

<u>BRAND</u>	<u>MANUFACTURER</u>
SOFTEX	Cosco Holdings
ELITE(Softex)	Cosco Holdings
ECO	Cosco Holdings
OCEAN SOFT	Austissue

**Generic Brands**

These are generally made from 100% recycled paper. Brands of toilet and facial tissues to look out for include **Black & Gold, Payless and No-Frills.**

**Sales Contacts**

Paper Converting Co.	07 38264111
Cosco Holdings (Vic)	03 95989977
Cosco Industrial (Vic)	03 95767266
Austissues (Vic)	03 94695343

**STOP CLEARFELLING\*\*\*SAVE THE OTWAYS**

Printed on 100% post consumer recycled paper.

# HELP STOP CLEARFELL LOGGING IN THE OTWAYS NATIVE FOREST



refuse to use

**Kleenex**
[www.oren.org.au](http://www.oren.org.au)

This ethical buying guide has been produced by concerned Otways residents and members of the Australian Student Environment Network



## Clearfelling and Kleenex: How Kimberly-Clark contributes to the destruction of native forest in the Otways region.

Every year about 300 ha of Otways forests are clearfelled logged by the Department of Natural Resources and Environment (DNRE) to produce woodchips and sawlogs. Clearfelling is the process whereby virtually all the forest trees in a given area are removed and the forest understory is bulldozed and burnt. The process is similar to clearing forest for agricultural purposes. What is replanted by the DNRE in an even aged crop of selected trees (i.e. native forest becomes plantation).

Clearfelling is killing the Otways native forest. The habitat for forest birds and animals is being systematically destroyed. An even aged crop of trees replanted by the DNRE is replacing an original forest rich in biodiversity.

Kimberly-Clark, the manufacturer of Kleenex tissues, has a licence to buy 44,000 tonnes of whole trees from the Otways each year. This represents about 40% of all the Otway forest destroyed by clearfelling. Kimberly-Clark claims that it requires hardwood woodchips to make Kleenex tissue paper soft and smooth.

## Effects of Clearfell Logging On Forest Ecology

### Tree Ferns

Research shows up to 85% of tree ferns in a clearfell area are destroyed. The remaining tree ferns after 2 years are of poor health or diseased. No new tree ferns grow. (ref. 1)

### Cool Temperate Rainforest

Myrtle beech rainforest in the Otways is currently subject to a dieback disease called *myrtle wilt* which threatens it with extinction.

Research shows that clearfell practices spread myrtle wilt disease and that it is approaching epidemic levels in the Otways. (ref. 2)

### Increased Bushfire Risk

Studies done on the effect of clearfelling in tall, wet mountain forest indicate that vegetation adapted to drier environments tend to regenerate after the clearfell operation (ref. 3). Drier forest environments increase the frequency and intensity of bushfires which is a particular threat to rainforest.

ref. 1 "The effect of clearfell logging on tree-ferns in Victorian Wet Forests." *Australian Forestry*, Vol 59, No 4 pp 178-188

ref. 2 "Survey and monitoring of myrtle wilt within Cool Temperate Rainforest in Victoria." *Flora and Fauna Technical Report 145*, Dept. of Natural Resources and Environment

ref. 3 "Impacts of intensive timber harvesting on the forests of East Gippsland, Victoria." *VSP Technical Report No. 15*, Dept. of Natural Resources and Environment

## Who Makes Kleenex?

Kimberly-Clark, the manufacturer of Kleenex and Wondersoft, is an American based multinational company. Amcor Ltd, another major woodchipping company, has a 50% share holding and controlling interest in Kimberly-Clark Australia.

### Why Target Kleenex?

In 1992 Kimberly-Clark Australia was importing plantation eucalyptus from Brazil to make tissue paper. To cut production costs, Kimberly-Clark made a commercial decision to source woodchips from Australian native forest, hence supporting the clearfell logging industry in the Otways.

Kimberly-Clark knows time is running out for the Otways forest. The company makes claims on Kleenex packets that it will begin harvesting its own eucalyptus plantations by the year 2000.

Presumably after that date, the company will start to "phase out" its requirement for hardwood woodchips from the Otways. By the time this happens the Tiger Quoll and Cool Temperate Rainforest in the Otways may already be "phased out" by clearfell operations occurring now.

**SEND A MESSAGE TO KIMBERLY CLARK  
THAT CLEARFELL LOGGING NATIVE  
FOREST FOR PROFIT IS UNACCEPTABLE**

**COMPLAIN ON THE KLEENEX  
CUSTOMER ENQUIRIES LINE**

**1 800 028 334**