



Contacts:  
Georgia-Pacific  
Robert Burns  
404-652-4794

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### **WHAT'S GOOD FOR THE ENVIRONMENT IS GOOD FOR BUSINESS; HARMON SEES MARKET GROWTH WITH CLEAR SKIES AHEAD**

Recycled fiber is a good business to be in, especially in this day and age when local environmental concerns and foreign market growth work in favor of the industry's procurement firms.

The American Forestry and Paper Association's challenge to increase U.S. paper recovery to 55 percent is in its second year and companies like Harmon Associates are heeding the call from both a national and global perspective.

"We have launched a new office building collection program to increase recovery and are working on an online trading site to increase the availability of recycled fiber," said Simon Davies, president - recycled fiber. "From a business perspective, our customers are able to use more wastepaper and still meet the consumers' demand for quality products because of better deinking technologies.

Harmon is the largest pure trader of recycled fiber in the world, trading in excess of 100 thousand tons per week -- 50 percent of which is to its parent company Georgia-Pacific Corp. Davies says internationally, countries with surging economies, like China, are having challenges meeting their demand for raw materials. By bringing the world's markets to its suppliers doors, Harmon is improving the availability of recycled fiber in Europe and non-traditional supply markets such as South America to complement the United States. This will be critical to meeting the world's growing demand for recycled fiber.

Harmon's global buy/sell trade infrastructure positions the company to effectively monitor recycled fiber trends. The company has offices in Europe and Mexico and recently signed a marketing agreement with PACCESS, a global supply company, for fiber trading and customer relationship management in China.

In 2004, Harmon broke ground when it partnered with PACCESS to market WATER LILY® as the first branded recycled fiber in China.

"The WATER LILY® brand is Harmon's way of communicating our full service procurement infrastructure to the Chinese fiber market," explained Davies. "We're planning similar expansions to South America and other Asian markets this year."

“Harmon employees understand their role in exploring potential sources for recycled fiber,” added Davies. “They demonstrate their commitment to environmental stewardship every day by seeking out opportunities to strengthen the global recycled fiber market.”

Harmon Associates is one of the world’s largest suppliers of secondary fiber. Harmon has been a leader in the industry for more than thirty years and supplies more than 5 million tons of secondary fiber to paper makers all around the world from a global supply base.

Headquartered at Atlanta, Georgia-Pacific is one of the world’s leading manufacturers and marketers of tissue, packaging, paper, building products and related chemicals. With 2003 annual sales of more than \$20 billion, the company employs approximately 55,000 people at more than 300 locations in North America and Europe. Its familiar consumer tissue brands include Quilted Northern®, Angel Soft®, Brawny®, Sparkle®, Soft 'n Gentle®, Mardi Gras®, So-Dri®, Green Forest® and Vanity Fair®, as well as the Dixie® brand of disposable cups, plates and cutlery. Georgia-Pacific’s building products manufacturing business has long been among the nations leading suppliers of building products to lumber and building materials dealers and large do-it-yourself warehouse retailers. For more information, visit [www.gp.com](http://www.gp.com).

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