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**GOOD NEWS FOR GREEN INDUSTRY: SURVEY FINDS CONSUMERS STILL SPENDING
ON ENVIRONMENTALLY RESPONSIBLE PRODUCTS**
*Additional Opportunities Exist For Business Owners Who Successfully Communicate
Green Messages to Consumers*

PHILADELPHIA, JUNE 30, 2010 – A national online survey, conducted for the second consecutive year, uncovered good news for businesses promoting green products or services – the vast majority of consumers are either buying the same or an increased amount of environmentally responsible products.

The second annual survey of 2,014 U.S. adults 18 and older was conducted April 28-30, 2010, by Harris Interactive on behalf of the Tork® brand of SCA Tissue. The survey found that two-thirds (67 percent) of U.S. adults who consider themselves buyers of green products have retained their level of green purchases. Additionally, 25 percent have increased their green buying in light of the recent changes in the economy. Only eight percent of green buyers said that their green purchases had declined in 2010 as a result of the economy.

“The results of the two surveys indicate a true trend – that consumer interest in green is here to stay, regardless of region, age, gender or the country’s economic state,” said Mike Kapalko, SCA Tissue’s sustainability marketing manager.

WHAT THE RESULTS MEAN TO BUSINESS OWNERS

While marketers and sellers of green products can feel good about the continued consumer desire to buy green, the survey also provides considerable insight to business owners and may offer guidance to enhance their business practices.

For example, 62 percent of adults indicated they are either equally as likely or more likely to visit a business that focused on being green, regardless of distance or effort required. As a result, Kapalko believes that additional opportunity exists for business owners who simply do a better job of communicating their efforts.

“Past studies have shown that consumers who strive to lead green lifestyles are actively seeking out businesses with those shared values but may have a difficult time identifying those businesses,” said Kapalko. “One issue is that business owners aren’t communicating their green efforts in the places their consumers are looking. Some don’t offer visible third-party certifications for consumers to verify green claims. And according to the 2010 Tork Report (*Healthy People, Healthy Planet*), around 60 percent of businesses aren’t communicating green efforts at all. In many cases, simply providing detailed information could result in an improved reputation and an increase in sales.”

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GETTING THE WORD OUT

While previous studies have shown that most companies promote green efforts publicly via corporate websites, this recent 2010 Harris survey found that Web site promotion is one of the *least* preferred ways for consumers to learn about corporate green initiatives.

Twenty-eight percent of adults feel that designations on menus or store shelves for greener choices are the best places for businesses or restaurants to communicate their commitment to being green, 19 percent feel the best way to communicate this commitment is via flyers or visible posters, while just nine percent look on a company's Web site for explanation of their green program or approach.

"This portion of the survey clearly shows that despite improvements in technology and more general reliability on technology today, consumers still prefer that information is made available at the point of purchase," said Kapalko.

Underscoring the challenges faced by consumers, survey results also revealed uncertainty about how to verify green claims such as "environmentally friendly" or "organic." Asked the most reliable way to determine whether or not a green claim or statement is true, 28 percent say they are not sure, followed by 23 percent who say they would trust their own research, such as looking up information or trying of the product or service themselves. More than one in five (21 percent) say they would rely on independent third-party certifications. Kapalko suggests businesses clearly identify and back up any claims about their green products and services by providing credible sources to consumers in a clear, transparent and accessible way.

HOW TORK CAN HELP

As a committed partner to businesses in more than 90 countries and with expertise in hygiene and sustainability, Tork offers a range of tools to help bridge the gap for business owners. For starters, business owners can download a variety of useful items from the brand's Web site, Torkusa.com, including:

- *AD-a-glance & table tents* – These customizable templates, designed to fit various Tork Xpressnap™ dispenser models, along with table tents, are perfect for promoting your business' green initiatives
- *Brochures* – Specific to a variety of segment groups and topics

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- *Third party certification stickers and window clings* – Communicate that your Tork dispensers contain 100% recycled, third-party certified products
- *Environmental evaluators* – Visit Torkusa.com to evaluate how your business decisions and lifestyle impact the environment. Your local SCA Tissue sales professional can generate posters showing your reduced footprint and commitment to sustainability
- Customer testimonials, white papers and more

In addition, business owners can take advantage of tips, best practice examples and perspectives on how they can create sustainable and healthy work and home environments shared by members of the Tork® Green Hygiene Council™, a group of top professional and academic authorities from across the country with expertise in green building, corporate sustainability, hygiene and germ prevention. SCA created the TGHC to assist in its ongoing commitment to providing hygienic and environmentally responsible away-from-home washroom solutions. For more information, please check Torkgreenhygienecouncil.com.

2010 Survey Methodology

This survey was conducted online within the United States by Harris Interactive on behalf of SCA Tissue from April 28-30, 2010 among 2,014 U.S. adults 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, as well as complete survey results, please contact Meghan Roman at (312) 616-8396 or mroman@c-k.com.

2009 Survey Methodology

This survey was conducted online within the United States by Harris Interactive via its QuickQuerySM online omnibus service on behalf of SCA Tissue North America between March 27 and 31 2009, among 2,014 U.S. adults aged 18 years and older. Results were weighted as needed for region, age within gender, education, household income and race/ethnicity. Propensity score weighting was also used to adjust for respondents' propensity to be online. No estimates of theoretical sampling error can be calculated. For complete survey results and a full methodology statement, please contact Mike Kapalko, SCA Tissue, (920) 720-4550.

About SCA

SCA is a global hygiene and paper company that develops and produces personal-care products, tissue, packaging solutions, publication papers and solid-wood products. SCA has many well-known brands, including the global brands TENA and Tork. In 2009, global sales were \$14.5 billion. SCA conducts sales in 100 countries and has 50,000 employees. More information can be obtained at www.sca.com.

About Tork

The Tork brand offers a complete range of products and services within hygiene and cleaning for away-from-home washrooms, healthcare, food service and industry. Through customer understanding and particular expertise in hygiene and sustainability, Tork has become a market leader in many segments and a committed partner to businesses in over 90 countries. Tork is a global brand in the SCA portfolio. To keep up with the latest Tork news and innovations, please visit www.torkusa.com.

About Harris Interactive

Harris Interactive is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in over 215 countries and territories through our North American, European, and Asian offices and a network of independent market research firms, Harris specializes in delivering research solutions that help us – and our clients – stay ahead of what's next. For more information, please visit www.harrisinteractive.com.

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