

Wausau PAPER



With manufacturers intentionally misleading customers about the environmental benefits of their products and emerging third-party certified paper products, customers are confused about how to choose a green towel and tissue product.

What is it Authentically Green™

This brand from Wausau Paper distinguishes our comprehensive Green Seal™-certified offering as one with authentic environmental benefits. Authentically Green™ is the “family” brand for our Green Seal™ branded products such as Dubl-Nature®, EcoSoft™ Green Seal™, and OptiSource® Green Seal-certified Soap. Authentically Green™ will be used in conjunction with other Green Seal-certified products to help communicate the authenticity of our third-party certified products and Green Seal’s standards.

What is the goal of having a master brand?

1. Simplify communication of our Green Seal-certified offering (i.e, Dubl-Nature®, EcoSoft™ Green Seal™, and OptiSource®).
2. To position Wausau Paper as a leader, expert, trusted, and credible resource for environmentally preferable towel, tissue and soap products.

Will Authentically Green™ replace our other Green Seal-certified brands?

No. Authentically Green™ is the “family” brand of Dubl-Nature®, EcoSoft™ Green Seal™, and OptiSource®.

What is our objective of Authentically Green™

Increase sales of our Green Seal-certified products: Dubl-Nature®, EcoSoft™ Green Seal™, and OptiSource® 91300 Foam Lotion Soap.

How does the Green Leader program relate to Authentically Green™?

The Green Leader literature should be viewed as tools and/or resources that Wausau Paper, as the expert, uses to facilitate the education on Authentically Green™ towel and tissue products.

Does Authentically Green™ replace the Green Seal®?

No. Authentically Green™ is a brand of Wausau Paper.

Where can I find more information?

Check out our website www.wausaupaper.com/Environment/Towel_and_Tissue.aspx.

Where can I expect to see this logo?

Website
Print Advertising
Banner Advertising
Trade Show Booth
Webinars