



SEC Renews APRIL's PaperOne Singapore Green Label

15 March 2016, SINGAPORE – The Singapore Environment Council (SEC) is pleased to announce that PaperOne, a fine copier paper product under APRIL Group, has obtained renewal for its Singapore Green Label which it has held since 2013. The renewal signed today between SEC and APRIL was witnessed by the Consumer Association of Singapore (CASE).

Mr Zech Chan, Chairman of Green Label Steering Committee at SEC said, “We are pleased to support companies like APRIL which has made additional commitments to ensure that fires are prevented and effectively suppressed. This is very much aligned with SEC’s haze control advocacy following 2015’s worst fire season in Indonesia in decades.”

Mr Praveen Singhavi, President of APRIL Group said, “PaperOne sells in over 75 countries and we uphold local law wherever we operate. APRIL practises a zero-burn policy since we started operations, and we have always been vigilant against fires because they pose a serious threat to our plantations, community health, and the environment.”

Mr Seah Seng Choon, Executive Director of CASE said, “We are pleased to witness the renewal signing and to note that APRIL has committed to play its part in containing the haze issue that affects all consumers adversely. We are glad that APRIL is showing the way. We shall look forward to more plantation companies coming forward to commit their resources to bring about cleaner air and adopt environmentally-friendly production.”

For media queries, please contact:

Ms Shirley Chua
Director (Communications)
Singapore Environment Council
Tel: (65) 6433 5396
Mobile: (65) 9737 4977
shirley.chua@sec.org.sg

Ms Serene Choo
Executive (Communications)
Singapore Environment Council
Tel: (65) 6433 5376
Mobile: (65) 8220 4408
serene.choo@sec.org.sg



ABOUT THE SINGAPORE ENVIRONMENT COUNCIL

Established in 1995, the Singapore Environment Council (SEC) is an independently managed, non-government organisation that nurtures, facilitates and co-ordinates environmental causes in Singapore. SEC's work is founded on three pillars of action – Firstly, partnership with the people, private and public sectors of Singaporean society, to nurture a culture aligned with sustainable development concepts. Secondly, SEC rewards environmental excellence through awards schemes and product endorsement programmes, such as the Singapore Green Labelling Scheme. Thirdly, the SEC collaborates with partners to develop and implement training and learning programmes to build competencies in environmental sustainability within companies, thus keeping our business leaders ahead of the curve. Visit our website at www.sec.org.sg.

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ABOUT THE SINGAPORE GREEN LABELLING SCHEME

The Singapore Green Labelling Scheme (SGLS) is administered by the Singapore Environment Council (SEC) and is one of the region's largest and most established environmental certification labels. The SGLS was introduced in 1992 to drive environmental consciousness and responsibility by allowing consumers to choose products meeting eco-standards that are assessed to be "environmentally friendly". With a suite of 50 product categories from paint & surface coatings, office furniture & flooring, to household appliances and personal care products, SGLS has certified more than 3,000 unique products across 27 countries.

SEC's membership in the Global Ecolabelling Network (GEN) – which consist of 25 other member countries from various parts of the world – enables SGLS-endorsed products to be more recognised and accepted outside of Singapore by GEN member countries in Southeast Asia, North Asia, North America and Europe. For more information on SGLS, please visit www.sgls.sec.org.sg.