

CASCADES  
MOKA

# NEW ROLL MODELS FOR THE ENVIRONMENT.

## ENVIRONMENTAL SOLUTIONS

- > 100% unbleached recycled fiber
- > Contains 80% post-consumer material
- > Contains 20% corrugated box fiber
- > Contains 0% bleaching chemicals
- > Produces 30% less greenhouse gas emissions
- > Third-party certifications:
  - Processed Chlorine Free
  - Green Seal - EcoLogo
- > Using Green-e certified wind energy



## LIFE CYCLE ANALYSIS

A detailed life cycle analysis (LCA) of the new pulp mix used in Cascades® Moka™ revealed a reduction in overall environmental impact by at least 25% when compared to the pulp mix used in the traditional Cascades 100% recycled fiber bathroom tissue. The latter had been regarded as the sustainable tissue exemplar in recent years even though it includes a chlorine-free whitening process for aesthetics.

The reasons behind this reduced impact fall into three categories studied in the LCA:

- > human health
- > ecosystems and
- > natural resources.

**Cascades®**  
**moka™**  
Unbleached bathroom tissue



## The greenest bathroom tissue of them all.

Easily recognizable by its beige color, Cascades Moka bathroom tissue is made from 100% unbleached recycled fiber and is the most environmentally responsible choice on the market. By adding 20% corrugated box fiber into the pulp mixture and eliminating bleaching chemicals, we've achieved an amazing feat: reducing the environmental impact of our raw material by 25% without reducing the softness of our bathroom tissue. This innovation, which eliminates the bleaching stage of the fiber, reduces greenhouse gas emissions by 30% compared to our greenest white bathroom tissue, also made from 100% recycled fiber.

### ROLL WITH CASCADES MOKA IN 3 VERSATILE SIZES

Rich-looking, 2 ply, beige color Moka is available in single roll bathroom tissue, 1000' Jumbo Roll and High Capacity bathroom tissue for Tandem dispensers.

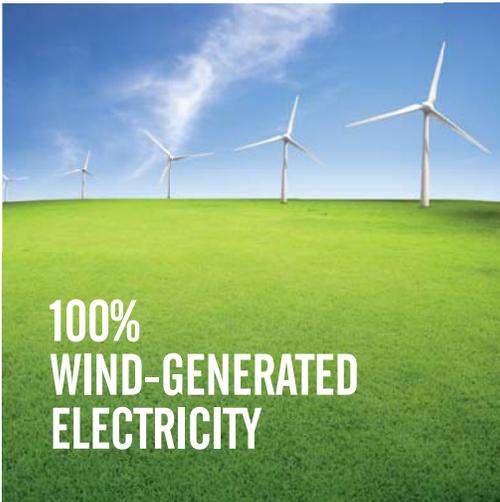
PAPER [CASCADES.COM](http://CASCADES.COM)

  
**Cascades**

GREEN BY NATURE™



**Cascades®**  
**moka™**  
 Unbleached bathroom tissue



**100%  
 WIND-GENERATED  
 ELECTRICITY**

To help address the issue of climate change, Cascades offsets 100% of the electricity used for its production with Green-e certified wind-generated electricity. Our use of clean, renewable, emission-free energy prevents the annual release of 43 million lbs. of CO<sub>2</sub> emissions, which is equivalent to planting 5.4 million trees or not driving 43.9 million miles. You can help combat climate change and promote a sustainable future by using Cascades Moka products.

## PRODUCT CHART

BATH TISSUE								
CODE	DESCRIPTION	COLOR	PLY	SIZE	SHEETS/ ROLL	ROLLS/CASE	TiHi	CERTIFICATIONS
4134	Single roll	Beige	2	4.3" x 3.8"	400	80	6/5	PCF GS EL GE
4197	Jumbo roll (3.3" core)	Beige	2	3.5" x 1000'	-	12	6/8	PCF GS EL GE
4004	HCB for Tandem	Beige	2	4" x 3.9"	865	24	11/3	PCF GS EL GE



PCF Processed Chlorine Free



GS Green Seal



EL EcoLogo



GE Green-e

## VIDEOS



[www.youtube.com/watch?v=oJKVEdcfSkE](http://www.youtube.com/watch?v=oJKVEdcfSkE)



<http://www.youtube.com/watch?v=xxly1J-MSol>

For videos about Cascades Moka and our Product Life Cycle analysis visit:

[www.youtube.com/cascadestg](http://www.youtube.com/cascadestg)



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