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**Seaman Paper Company of Massachusetts, Inc. Wins
2017 AF&PA Sustainability Award for Safety**
Recognized for Raising the Reels for Safety Project

WASHINGTON – The American Forest & Paper Association ([AF&PA](#)) recognized Seaman Paper Company of Massachusetts, Inc. with a 2017 AF&PA Leadership in Sustainability Award for Safety for their Raising the Reels for Safety project. The award was presented at AF&PA’s annual meeting on Friday, Nov. 3 in Greensboro, Georgia.

“By retrofitting their papermaking equipment, Seaman Paper eliminated a common safety hazard in a simple, foolproof manner,” said AF&PA President and CEO Donna Harman.

Older paper machines like the ones at Seaman Paper’s Otter River, Massachusetts mill were designed with lower reel heights, which exposed machine operators to a safety hazard. Seaman Paper opted to add stands to their reels, elevating the centerline of the hazard and literally moving it out of their employees’ reach.

“We thank AF&PA for recognizing our Raising the Reels for Safety project,” said Seaman Paper CEO George Jones. “Safety improvement is important to us as a key component of our Soft Steps Forward Initiative.”

Designed to recognize exemplary sustainability programs and initiatives in the paper and wood products manufacturing industry, AF&PA’s annual sustainability awards are given based on the merit of entries received across multiple categories.

Projects that support progress toward the *Better Practices, Better Planet 2020* sustainability goals qualify for recognition in the “Leadership” category, which has five subcategories that correspond to the goals: Paper Recovery for Recycling, Energy Efficiency/Greenhouse Gas Reduction, Sustainable Forest Management, Safety, and Water. The “Innovation in Sustainability” award is reserved for projects that merit recognition for their contribution to sustainable business practices, not one of the goals specifically.

AF&PA releases its sustainability report every other year. The 2016 Sustainability Report showed that the U.S. pulp, paper, packaging, tissue and wood products manufacturing industry has made significant, measurable progress toward achieving its *Better Practices, Better Planet 2020* sustainability goals.

For more information, visit sustainability.afandpa.org.

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Editor's Note: Click [here](#) to retrieve photos (caption included) of the award winners.

About AF&PA

The American Forest & Paper Association (AF&PA) serves to advance a sustainable U.S. pulp, paper, packaging, tissue and wood products manufacturing industry through fact-based public policy and marketplace advocacy. AF&PA member companies make products essential for everyday life from renewable and recyclable resources and are committed to continuous improvement through the industry's sustainability initiative - [Better Practices, Better Planet 2020](#). The forest products industry accounts for approximately 4 percent of the total U.S. manufacturing GDP, manufactures over \$200 billion in products annually, and employs approximately 900,000 men and women. The industry meets a payroll of approximately \$50 billion annually and is among the top 10 manufacturing sector employers in 45 states. Visit AF&PA online at www.afandpa.org or follow us on Twitter [@ForestandPaper](https://twitter.com/ForestandPaper).

About Seaman Paper

Seaman Paper Company is a global producer of lightweight papers and decorative tissue products, with manufacturing and warehousing in the United States, China, Hong Kong, Vietnam, India, Germany, Italy and Great Britain. More information at www.seamanpaper.com.