

Pulp truth

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Please copy Pulp Truth front and back and distribute it during non-work time using your Communications and Action Teams, steward system or Rapid Response network. Be sure to leave copies in lunchrooms, break rooms, etc. We want to hear what's happening in your workplace. Send your news to lbaker@usw.org

How to Get Pulp Truth

If you would like to get your own copy of Pulp Truth, please email Mona Weatherington at

mweatherington@usw.org and give her your home email address.

Check Out Paper Website

If you go to www.usw.org/paperworkers you will find news and information about the pulp, paper and forestry sectors, bargaining, requests for international solidarity and other topics. Current and back issues of Pulp Truth and other paper newsletters are posted. There is also a video

about the USW health care clinic at the MeadWestvaco facility in Evadale, Texas.

If you have news for the website and photos, please send them to Pulp Truth editor Lynne Baker at lbaker@usw.org.

Follow Union Paper News Via Twitter

Keep up with what is happening regarding USW paper workers and the industry by following USW International

Vice President Jon Geenen @USWPaperworkers or by visiting www.twitter.com/uswpaperworkers.

Year-long Paper Health & Safety Campaign to be Launched Workers Memorial Day April 28

A National Day of Action on April 28 regarding health and safety in the paper sector will kick off a year-long Season of Safety to highlight and introduce a hazards-based approach into our facilities.

Paper local leaders suggested the National Day of Action and delegates to the 2010 paper conference last August heartily endorsed it. A hard-working committee of paper local leaders suggested the Season of Safety to engage members around the Paped Over Safety Survey.

The campaign, which has the theme—"Uncover the Hazards, Don't Paper Them Over"—aims to build safety activism and awareness of a hazards-based approach toward health and safety and to put safety at the forefront of our collective bargaining.

We will also build our capacity to communicate using a USW Paper Safety website, USWPaperSafety Twitter account, USW texting program, USWPaper flickr account, USW Paperworkers Facebook account, Pulp Truth, and leaflets.

Other goals are to instill the lessons learned from the Paped Over Safety Survey results; to celebrate and publicize our activism; and to further build our solidarity.

The National Day of Action on April 28 will highlight the

state of health and safety within the paper industry, and also will be a day to remember the paper workers lost on the job last year. Unite members will participate in a Workers Uniting Joint Action.

The Season of Safety campaign will run from Workers Memorial Day 2011 to Workers Memorial Day 2012. During this time members will learn about a hazards-based approach to safety, locals will be involved with putting forth safety language, and locals and members will engage around the lessons learned from the paper mill health and safety survey and what action is being taken to improve health and safety within the sector.

We'll take a look back on Workers Memorial Day 2012 to review what action we took the previous year to improve our workplace.

To find out what your local will be doing to participate in the National Day of Action and Season of Safety campaign, contact your local union leaders or attend your union meeting.

More ideas for actions keep on coming so be aware that our plan will be reviewed and adjusted throughout the campaign.

We'd love to have photos and videos of your events. Read below as to how you can get send them to us.

How to Share Your Photos & Videos

Sharing your photos with us is easy! You can do it from your smart phone or computer. However you share, please remember to identify the people, places and dates in your photos. Where appropriate, share USW local and district numbers.

There are a couple of ways to send photos.

E-Mail from Your Phone or Computer

The easiest is to simply e-mail them to flickr@usw.org. If you do this, please be sure to use the subject line to include a publishable description of the photos. For example, "USW Paper Workers Rally for Safety in Wisconsin."

Also, please help us keep the photos organized by "tagging," or adding key words that help describe the photos. How do you add tags when you upload via e-mail or phone? Just type "tags:" in the subject line or body of the e-mail followed by the list of tags you want added to the photo(s).

Here's an example of adding tags:

Subject: Lucy, my new cat **tags:** cute "black cat"

Body: Lucy does the funniest dance moves! Isn't she cute?

For the USW paper workers health and safety cam-

paign, please include at least one of the following tags to be sure your photos are directed to the right place:

"Paper Workers"

"Paper health and safety campaign"

"Health and safety"

"USW"

"Paper"

Upload Via www.flickr.com/unitedsteelworkers

The other way to share photos is to upload them directly on our Flickr page at www.flickr.com/unitedsteelworkers. You need a free Flickr account to be able to upload photos from the Web this way. Don't worry – it's easy! And we walk you through step-by-step on our Web site: http://www.usw.org/members/social_media

Again, please help us keep organized by tagging the photos using the tags above.

You can find step-by-step instructions for our other social media networks such as www.facebook.com/steelworkers there as well.

To share your videos of your events, upload them to http://www.usw.org/multimedia/submit_your_video/brightcove

Rock-Tenn makes \$3.5 Billion Bid for SSCC

Rock-Tenn, maker of packaging for food and consumer products, will become North America's second largest producer of containerboard, when it purchases Smurfit Stone, a maker of containerboard and corrugated boxes. The deal was announced late January, and is expected to close in the second quarter pending regulatory and shareholder approval.

The merged company will be the second largest employer in the paper sector and one of the largest employers in the USW. It will have combined revenue of over \$9 billion, 25 mills, 177 converting facilities and 38 reclamation plants. The combined company has 28,400 employees. The USW will represent 75 locations when the merger is complete.

There isn't a lot of overlap between the two companies' facilities, so our USW sites should not be competing with each other.

Rock-Tenn agreed to purchase Smurfit for \$3.5 billion in cash and stock and will also assume \$1.8 billion in Smurfit debt and pension liabilities. The deal—which both boards of directors have approved—is expected to close in the second quarter of 2011.

In January 2009 Smurfit filed for bankruptcy when it could not refinance its debt load because of a severe drop in demand for its products, high raw-materials prices and frozen credit markets. The company quickly rebounded, earning \$1.43 billion in 2010 and reducing its debt from \$4.1 billion to about \$1.2 billion. It emerged from bankruptcy on June 30, 2010.

During the bankruptcy period, the USW played a key role in maintaining Smurfit workers' pensions and contracts.

Sale Predicted

Smurfit had been the subject of buy-out talk for several months and Rock-Tenn was seen as a dark horse suitor. Rock-Tenn Chief Executive James Rubright told the Wall Street Journal that Smurfit was attractive not just because it had wiped debt from its books but because it had taken radical steps to close plants and improve operations.

Since 2006 Smurfit has closed 53 facilities and cut 42 percent of its work force. Rubright declined to discuss further cuts at Smurfit's facilities with the Journal.

He said his company operates at a top-line speed where employees are trained to keep machines operating at full tilt.

The purchase of Smurfit shows that Rock-Tenn is betting on the economy strengthening and consumers buying more goods shipped in cardboard boxes.

USW research shows that demand for containers continues to grow. Operating rates are running at 90-95 percent as a result of improved demand and about 3 million tons of capacity that has been permanently closed. Input costs like fiber and energy are probably going to remain high and suppliers' price increases for containerboard and boxes are likely sustainable.

The largest five players in the containerboard industry control over 75 percent of the market, but the remainder of the sector is highly fragmented. A Deutsche Bank analyst said that while the Rock-Tenn-Smurfit-Stone merger is a modest step for consolidation within the industry, it leaves open the potential for some type of combination among a subset of containerboard producers.