

Recycling is Essential for a Healthy Environment

Paper was once made by recycling cotton and linen rags. The first paper mill in the U.S. colonies, built near Philadelphia in 1690, was a recycling mill. Papermakers learned how to make paper from trees in the mid-1800s, allowing a dynamic expansion in communications and business paper usage. At the time, people considered forests and energy to be unlimited, and air and water infinitely capable of cleansing and renewal. Today, we recognize the limits of resource demand and the necessity for environmentally sustainable production systems. That's why recycled paper is a critical part of our vision for a healthy global environment.

Paper and Forests

The most rapidly growing portion of the forest products industry is the production of woodchips and pulp to make paper, particle board, and other reconstituted wood products. Most forest products are grown in plantation forests.

Reasons To Buy Recycled Paper

- ♻️ Recycled paper has excellent performance, meeting the same technical specifications as virgin papers. Many are acid-free for archival longevity.
- ♻️ Recycled paper successfully runs on the most demanding copiers, office machines and printing presses; many recycled copy papers are guaranteed to work well in copiers.
- ♻️ Recycled paper is available in virtually every grade of paper. Most printers, paper distributors, and retail outlets have some recycled paper on their shelves. Choices are even greater if you order ahead of time.

Forest plantation development is doing serious harm to natural forests and the people who live in and near them. Forest plantations have little resemblance to natural forests. Natural forests are some of the most diverse ecosystems on the planet. Plantation forests are generally monocultures with no plant diversity and little wildlife value because of lack of forage and habitat. Plantation forests are susceptible to diseases and pests, and require heavy applications of insecticides, fungicides and herbicides. The goal of plantation forests is short term commercial success, at a tremendous ecological cost.

Recycled paper fiber and non wood fibers have yet to be tapped at their full potential as fiber sources for the paper industry. The use of recycled paper increased from 23% of the global average in 1970 to 36% in 1994, yet paper industry analyst Maureen Smith argues that the US paper industry could eventually make use of a fiber stream that is 50% waste (recycled paper) and 20% agricultural residues, such as straw.



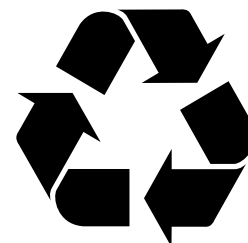
World's Top 30 Producing and Consuming Countries, 2000 (Pulp and Paper International)

Paper and Paperboard Production		Paper and Paperboard Consumption	
Country	Metric Tons (000)	Country	Metric Tons (000)
USA	85,495	USA	92,355
Japan	31,828	China	36,277
China	30,900	Japan	31,736
Canada	20,689	Germany	19,112
Germany	18,182	United Kingdom	12,684
Finland	13,509	France	11,376
Sweden	10,786	Italy	10,942
France	9,991	Canada	7,476
Korea	9,308	Korea	7,385
Italy	9,000	Spain	6,922

Steps To Take in Purchasing and Using Recycled Paper

Always specify postconsumer recycled paper, to create markets for local community recycling collection systems. Buy the highest postconsumer content you can. Choose the right grade of paper for your job. Allow enough lead-time for a wider selection and better pricing. Use recycled paper both for "public" paper uses such as stationery, direct mail and brochures, as well as for less visible uses such as copy paper. Specify recycled paper use in all contracts. Publicize the need to buy recycled paper - to employees, customers, vendors, citizens.

Label all printed materials, including letters, bills and publications, as printed on recycled paper so that others will see how acceptable and high quality it is. Solve equipment and other complaints by investigating all possible causes of the problem. Don't quit buying recycled paper. Deal with cost issues in ways that encourage continued recycled paper purchases. Reduce paper waste to reduce costs.



Environmental Benefits of Recycled Paper

The purchase of recycled paper instead of paper made of virgin fibers saves trees, energy, water, and landfill space, and protects forests, watersheds, and ecosystems. Recycled paper needs less bleaching than virgin papers and reduces the use of toxic chemicals. It concentrates inks, chemicals and other potential hazards for responsible management, instead of releasing them as do landfilling and incineration. The production process of recycled paper produces less pollution than that of virgin paper. Recycled paper offers environmental savings many times over, since fibers can be recycled repeatedly. •