

Why Should You Buy Recycled Paper? *Because...*

- Over 90% of paper made in America is still made from trees.
- For every 20 cases of recycled paper substituted for non-recycled paper, you save 17 trees, 390 gallons of oil, 7,000 gallons of water, and 4,100 kWh of energy.
- You eliminate 60 pounds of air-polluting emissions and save 8 cubic feet of landfill space. That's a BIG benefit for changing to a product that is as good as the product you use now.

Myth 1¹: Recycled paper jams copiers.

The quality of recycled copy paper is equal to or better than virgin paper. It successfully runs on the most demanding copiers, office machines, and printing presses. If the paper jams in a copier, it is not because of the recycled content. Use paper qualified as "high-speed" for high-speed copiers. The machine may need cleaning or adjusting. Try another brand of recycled paper, just as you'd try another brand of virgin paper.

Myth 2: Recycled paper costs more.

Many grades such as text and cover (often used for letterhead, brochures and publications) and some coated papers are cost-competitive with virgin papers or even cost less, especially letterhead, matching envelopes, business cards, brochures, and many coated papers. Buying in larger quantities and planning ahead further reduces or eliminates price premiums on recycled paper.

Myth 3: No one carries recycled paper.

Recycled-content paper products are available in all colors, including the brightest whites, and meet the highest technical standards, sometimes even exceeding comparable virgin papers. Most printers, paper distributors, and retail outlets have some recycled paper on their shelves. And, your choices are even greater if you order recycled paper ahead of time.

Myth 4: Creating recycled paper is bad for the environment.

Manufacturing recycled-content paper products saves trees, energy, water, and landfill space compared to virgin paper while creating less pollution. And, making paper from paper requires less bleaching than virgin papers, which in turn reduces the use of toxic chemicals. Your purchase of recycled paper can protect forests, watersheds, and ecosystems.

How to Make the Switch to Recycled Content Products:

- Buy the highest post-consumer content you can, such as 30% or more, balanced against your budget and functional needs.
- Use recycled paper both for "public" paper, uses such as stationery, direct mail and brochures and for less visible uses, such as copy paper.
- Implement a buy-recycled policy - see www.RecycleWorks.org for sample policies.
- Request recycled-content paper for print jobs, and label communications with "Printed (or Copied) on Recycled Paper."
- Solve equipment and other complaints by investigating all possible causes of the problem. Don't quit buying recycled paper.

Examples of products that contain at least 30% post-consumer recycled content are: printing and copy paper, envelopes, sticky notes, business cards, file folders, note pads, letterhead - even janitorial paper products.

For more information, visit the RecycleWorks website at www.RecycleWorks.org, or call 1-888.442.2666.

¹ Material adapted from "FACT SHEET: BUY RECYCLED PAPER!" by Susan Kinsella for the Recycled Paper Coalition, published by the Buy Recycled Business Alliance of the National Recycling Coalition