

## Fact sheet: Paper

In summary when buying paper, envelopes or getting brochures or leaflets printed firstly identify usage.

Can you use a lower quality, lower value paper product for the task? For example, paper required in an office environment could be a lower quality than that used in correspondence with customers. Do you actually need to use higher quality envelopes?

Ask or look for:

% of post consumer waste used and chlorine free paper

Forest Stewardship Council (FSC) certified or similar environmental accreditation

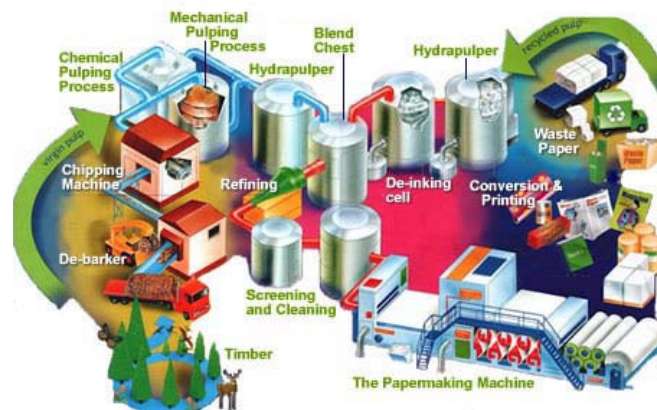
For printing also ask your printer if they can use environmentally friendly inks such as those that are vegetable oil based

Encourage the use of email and PDF brochures and leaflets to send to enquirers if they are prepared to accept them (saves you postage as well!)

**CHALLENGE** – How about trying 100% recycled paper to print your brochure or leaflet? It tends to have matt finish but really does communicate your environmental efforts through its touch whilst also being sufficient quality to promote your product professionally.

The Internet has meant that more businesses are choosing to promote themselves online and have reduced the volumes of printed brochures and leaflets significantly over the last few years. Formatting documents as PDF files and attaching them to emails or webpages provides the opportunity for the user to print out what they want specifically. However, it remains that consumers and/or other businesses do still like printed media as it is more tangible.

We've put together this factsheet as many businesses have shown a greater interest in the environment and are keen to know more about recycled paper and therefore, we hope to provide some basic guidance.



How paper is made.....

Above you'll see a diagram highlighting the paper production process and in order to save trees being felled for paper production many of us are recycling paper. This waste paper is highly valued and has become very much part of the paper making process as it can be reused a number of times until its fibres are so short that the paper is no longer productive.

In many cases material produced from felled trees is still required as this forms the structures necessary to produce the product (80% post consumer waste and 20% virgin material), however, paper made from 100% post consumer waste is readily available.

In order to reduce the number of trees being felled from unsustainable sources there has been an increase in the number of sustainable forests - a recognised brand being the Forest Stewardship Council (FSC) certification. However, only 5% of the world's forests are certified therefore the majority of virgin material is potentially produced from unsustainable sources i.e. from areas where the natural environment of an area relies upon them (Source: interpreted from Confederation of Paper Industries).


So on a practical level, you may decide that I'm going to produce a leaflet and want to use recycled paper or card to produce it. You'll approach your printing company and in asking for that they will probably suggest a certain level of quality for your needs. Recycled paper is very much commonplace within the paper making industry and chlorine free products are common. In fact even if you didn't suggest that you wanted to use recycled paper you may well still get it to some extent. Basically, much of the paper you see and use is made up of recycled paper, however the quality is well maintained and in many cases you won't know and it can't be recognised.

Therefore you may want to ask your printer about the percentage of recycled material you want to try and achieve, including the percentage level of post consumer or recovered waste.

If you are going to produce a glossy brochure with lots of fantastic images, then certain paper products with the higher waste paper content may not be suitable in order to achieve the level of quality or finish you require.

<b>EVOLVE OFFICE 100% RECYCLED PAPER A4 80 GSM – BOX 5 REAMS #100788</b>	
	A smooth, white paper made from UK recovered waste offering the same print quality and value for money as 100% virgin fibre paper but with the lowest possible cost to the environment. <b>Ideal for faxes, internal communication, memos and volume copies.</b> Guaranteed for use on mono laser and inkjet printers, copiers and fax machines. Made from 100% UK recovered waste. The Evolve production process is totally chlorine free and uses bio-degradable soaps. Extensive research and capital investment enables the production of white, bright recycled paper that surpasses European environmental guidelines. TCF. ECF. ISO9706. ISO14001. Recycled.

For example above you'll see a paper product which has been produced using 100% recycled paper in order to meet basic office requirements, whereas the paper product below which has also been produced using 100% recycled paper but is of a grade that is recommended for printing where quality is more of an issue.

<b>EVOLVE BUSINESS 100% RECYCLED PAPER A4 90 GSM - BOX 4 REAMS #100763</b>	
	A 100% recycled premium paper offering superb print quality across a wide range of applications: maintain high standards without environmental compromise. <b>Ideal for annual reports, high profile presentations, direct mail, external and internal key communications, corporate stationery.</b> Suitable for pre-printing before running through an office printer. Guaranteed for use on mono and colour laser and inkjet printers, copiers and fax machines. Made from 100% UK recovered waste. TCF. ECF. ISO9706. ISO14001. Recycled paper.

NB: CRED is not endorsing the above mentioned paper products but is solely using them as an example

## More information and Advice

[www.paper.org.uk](http://www.paper.org.uk)      [www.wasteonline.org.uk/resources/InformationSheets/paper.htm](http://www.wasteonline.org.uk/resources/InformationSheets/paper.htm)

[http://www.foe.co.uk/resource/briefings/paper\\_recycling.html](http://www.foe.co.uk/resource/briefings/paper_recycling.html)