

Recycled Paper Saves a Bundle . . . of Trees, Water and Energy

How much postconsumer recycled content is in *your* mailbox?

- ✓ American catalog companies sent out nearly 17 billion catalogs in 2001, or **59 for every man, woman and child** in the United States.
- ✓ To produce these catalogs, the industry used **3.6 million tons of paper**.
- ✓ Of the 42 leading catalog companies surveyed, **only three use recycled paper** in the body of their catalogs: Norm Thompson, Omaha Steaks and Disney Catalog.



What are the facts?

Although some catalogers still believe the myths that “recycled paper doesn’t look as good as virgin paper,” or that it “costs a lot more,” our research has shown that catalog paper with 10% postconsumer content:

- ✓ **prints just as well** as virgin paper.
- ✓ **is widely available** from major suppliers.
- ✓ **is priced competitively** with virgin paper.
- ✓ **has no adverse impact** on customer response.

If the catalog industry switched to paper with just **10% postconsumer recycled content**, the annual savings would include:

- ✓ **851,000 tons of wood** – enough to build a six-foot fence stretching across the United States seven times!
- ✓ **3.8 trillion BTUs of total energy** – enough to provide continuous residential power to the city of Boulder, CO for one year!
- ✓ **510,000 tons of CO₂ equivalents** – the annual emissions from 91,000 cars driven 200 miles a week!
- ✓ **2.1 billion gallons of wastewater** – the annual discharges of 21,000 households!
- ✓ **221,000 tons of solid waste** – equivalent to the trash generated every year by Raleigh, NC!

To get more information on [Cutting Catalog Waste](#), and to read our report [Does Your Catalog Care?](#), visit www.environmentaldefense.org/go/catalogs