

# PAPER BOASTS EXCEPTIONAL ENVIRONMENTAL CREDENTIALS

IT'S NATURAL, BIODEGRADABLE, RECYCLABLE, COMES FROM AN INFINITELY RENEWABLE RESOURCE, STORES CO<sup>2</sup> AND IS PRODUCED IN A SUSTAINABLE MANNER.

## FORESTS WORLDWIDE ABSORB 14.8 BILLION TONNES OF CARBON DIOXIDE EVERY YEAR

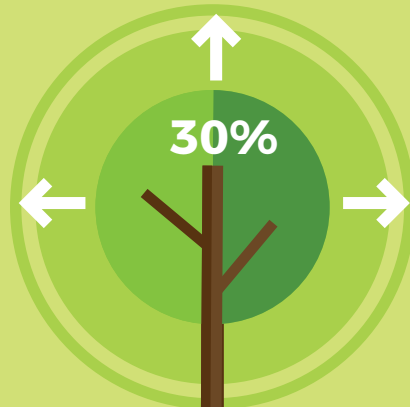
THAT'S ALMOST 40 PER CENT OF THE 38 BILLION TONNES OF CARBON DIOXIDE CREATED BY MANKIND ANNUALLY - AND WOOD AND PAPER PRODUCTS CONTINUE TO STORE CARBON THROUGHOUT THEIR LIFETIME.

## IT'S EASIER TO LEARN ON PAPER!

RESEARCH SHOWS THAT READING PAPER TEXT IS FASTER THAN READING TEXT PRESENTED ONLINE AND THE READER RETAINS MORE INFORMATION!



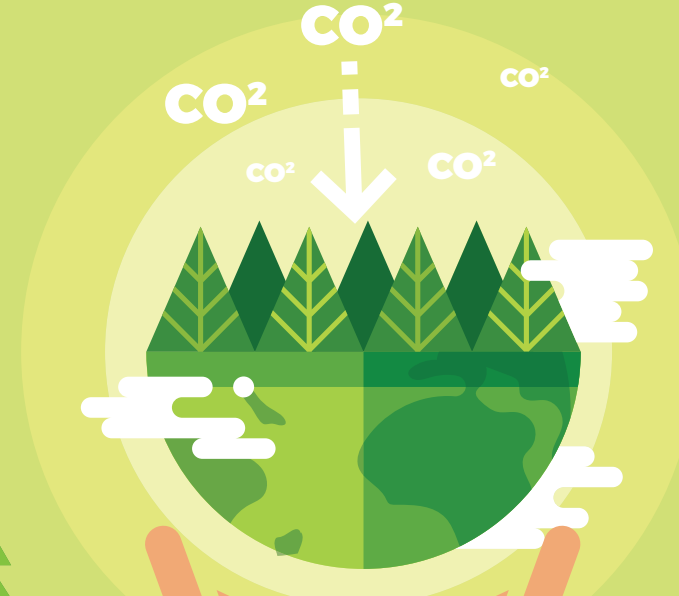
AN ELECTRONIC INVOICE SENT BY EMAIL RELEASES 242 GRAMS OF CO<sup>2</sup>. THIS IS EQUAL TO PRODUCING AND SENDING 15 PAPER INVOICES.



GLOBALLY, NEARLY 70% OF ALL PAPER IS RECYCLED, COMPARED WITH A MERE 18% OF ALL ELECTRONIC DEVICES!



EUROPEAN FORESTS HAVE GROWN BY OVER 30% SINCE 1950 AND CONTINUE TO INCREASE IN SIZE EVERY YEAR - BY AN AREA FOUR TIMES THE SIZE OF LONDON... OR EQUIVALENT TO 1.5 MILLION FOOTBALL PITCHES! ...THAT'S HEAPS OF TREES



OVER A NUMBER OF YEARS, THE UNITED NATIONS 100 MOST "SUSTAINABLE" INDUSTRIES LIST HAS INCLUDED EIGHT PULP AND PAPER COMPANIES - THE HIGHEST REPRESENTATION OF ANY INDUSTRY GROUP WORLDWIDE.



COMPARED TO PRINT READERS, THOSE WHO LEARN TO READ ON DIGITAL SCREENS ARE LESS LIKELY TO BE ABOVE - AVERAGE READERS.



**PAPER IS NATURALLY BIODEGRADABLE**

AND DOES NOT GENERATE POLLUTING WASTE AS IT DECOMPOSES, UNLIKE E-WASTE.



**EMAILS ARE NOT CARBON FREE!**

20 EMAILS PER DAY, OVER 1 YEAR, EMITS AS MUCH CO<sup>2</sup> AS DRIVING 1000KM BY CAR, AND EACH YEAR, SPAM EMAILS EMIT AS MUCH CO<sup>2</sup> AS 3.1 MILLION CARS.