

Make The World A Better Place



Make Every Day America Recycles Day

(NAPSA)—There's encouraging news for people who feel the need to contribute more to the environment, but usually can't find enough hours in the day.

It's easier than you might think to celebrate America Recycles Day every day. Few people realize that they are making a contribution everyday by recycling *and* buying products packaged in 100 percent recycled paperboard.

In the last decade, recycling has become a mainstream part of the lives of most Americans. In fact, the United States is rapidly approaching the 50 percent paper recycling mark. Nearly 50 million tons of paper are recycled each year.

Nationwide, a growing number of manufacturers support recycling by packaging their products in 100 percent recycled paperboard. Chances are, when you look at your cereal box tomorrow morning you'll notice a symbol for 100 percent recycled paperboard. This means that the box holding your favorite corn flakes, has been made from recycled paper. This is how consumers and manufacturers work together to close the loop on recycling, and most shoppers probably didn't even know they were doing it.

Traditionally used in cereal and pasta boxes, 100 percent recycled paperboard is finding new uses in pharmaceuticals, cosmetics and consumer electronics—anywhere paperboard packaging can be used.

Today's shoppers support these manufacturers by looking for the symbol when making daily purchase decisions. According to a recent survey by Leflein Associates, consumers send a strong message to manufacturers to follow the example of these "green" companies:

- 77 percent of consumers feel better about a company that uses 100 percent recycled paperboard in its product packaging



Shopping offers an opportunity to teach children about the importance of recycling.



This symbol means the packaging is made from 100 percent recycled paperboard.

- 61 percent of consumers are "more inclined" to purchase products from a company that uses 100 percent recycled paperboard packaging

- 85 percent believe that using 100 percent recycled paperboard in packaging will "make a better future for their children"

- 80 percent feel they are "doing something good for the environment" when they buy products packaged in recycled paperboard packaging

Shoppers can take a more active role to make every day America Recycles Day by purchasing products with the 100 percent recycled paperboard symbol on the packaging and encouraging friends to do the same.