

Business Technology

The Reality Of Recycled Paper

(NAPSA)—Some people believe that because paper is made from wood fiber, using paper must be bad for trees. However, research shows using wood-based products like office paper actually helps keep American forests healthy.

“Using both recycled and non-recycled paper is a great way to help the environment,” says Kate McGlynn, product environmental steward for Boise Paper, a division of Packaging Corporation of America. “Using non-recycled paper is not harmful to trees. Because the vast majority of forests in the U.S. exist on privately-owned land, selling trees to make paper creates an economic incentive for landowners to keep forest land thriving.”

If trees weren't needed to make wood products like paper, private landowners might choose to remove forests and use their land for something else, such as agriculture or commercial development.

And a responsibly sourced supply of fresh wood fiber is actually an important part of a healthy recycling loop. When you recycle paper fiber it gets used again and again—up to seven times—in other products, but each time the wood fibers break down. If we only used recycled paper, we would quickly run out!

To support your eco-friendly strategy, McGlynn recommends using a mix of certified recycled and non-recycled papers, like Boise® ASPEN® Multi-Use Recycled Copy and Boise® X-9® Multi-Use Copy.

Performance Issues a Thing of the Past

If recycled paper brings to mind dingy tint or uneven print quality, it may be time to take another look. Thanks to technological advances and rigorous production standards, recycled papers now feature the same hardworking characteristics and brightness as papers made without recycled content.

Here are three key areas in which you can compare the performance of



Thanks to today's technology, most people can't tell the difference between recycled and non-recycled paper when it comes to such important factors as brightness and performance.

recycled copy paper against its non-recycled counterpart:

- **Smoothness**—Great print quality and ink retention are the result of a smoother sheet surface. Regardless of recycled fiber content (ASPEN everyday and premium papers come with 30, 50 or 100 percent post-consumer content), print on a good recycled paper will be just as crisp and clean as on non-recycled paper.
- **Brightness**—Recycled paper traditionally has the stigma of being dull, yellow and dingy, but in reality, most recycled grades have the same or comparable brightness as non-recycled paper. For example, ASPEN 30, 50 and 100 Multi-Use Recycled Copy papers are all 92 bright, just like X-9 Multi-Use Copy paper.
- **Jam-Free**—If you expect excellent run-ability from your non-recycled paper, why would you expect less from recycled paper? All ASPEN papers are third-party tested to rigorous standards, and backed by a 99.99% Jam-Free® Guarantee.

For more information on choosing the right paper, whether recycled or non-recycled, visit www.BePaperSmart.com.