

POINTERS ON PAPER

IF RECYCLED PAPER BRINGS TO MIND DINGY TINT OR UNEVEN PRINT QUALITY, IT MAY BE TIME TO TAKE ANOTHER LOOK. THANKS TO TODAY'S TECHNOLOGY, MOST PEOPLE CAN'T TELL THE DIFFERENCE BETWEEN RECYCLED AND NON-RECYCLED PAPER WHEN IT COMES TO IMPORTANT FACTORS SUCH AS BRIGHTNESS AND PERFORMANCE. TODAY'S TECHNOLOGICAL ADVANCES AND RIGOROUS PRODUCTION STANDARDS ENSURE THAT ALL **BOISE ASPEN** RECYCLED PAPERS, FOR EXAMPLE, FEATURE THE SAME HARDWORKING CHARACTERISTICS AND BRIGHTNESS AS NON-RECYCLED PAPERS. FOR FURTHER FACTS ON PAPER, LOOK ONLINE AT **BE-PAPER-SMART--DOT--COM**.