

ONLY RECYCLED PAPER SHOULD BE USED?

Without new fibres, from new trees, the paper cycle can not begin. Recycled fibres degrade after several uses and the paper industry needs fresh fibre from responsibly managed forests to keep the renewable cycle going.

In choosing your paper you must consider its full life cycle and not just the fibre source. It's important to remember that virgin fibre is always required to make recycled paper possible in the first place. It is estimated that up to 48% of new wood fibre is currently needed to keep the global fibre cycle going ^[10].

'Maximising the use of recovered fibre - versus virgin fibre - in appropriate paper grades and under appropriate circumstances can be economically beneficial and specifically reduce environmental impacts. Maximising recycled content for its own sake without regard for product type, mill performance or mill location, however may produce much more serious - if unintended - negative environmental impacts and no economic rationale.'

Recycled Content and Virgin Fibre: Environmental, Economic and Technical Considerations for Magazine Publishers Metafore Inc June 2009

It is very difficult to directly compare the environmental impact of recycled and virgin fibre paper. Both are important and can have an equally strong environmental argument. Forests are part of the cycle that helps remove CO₂ from the atmosphere. This extends from trees to wood and paper products, which continue to store the carbon through their lifetime and help to reduce climate change.

The fact that paper products are recyclable and renewable means that their lifecycle can be extended, prolonging this benefit and reducing waste into the bargain.

Like so many stories, there are two sides to the story of paper, but the more you know, the better placed you are to make the right decision.

Keeping waste paper in the loop, ensuring fibres remain available for re-manufacture, is key to sustainability.

Specify papers that can be recycled, grades made from recycled fibres or from virgin fibres that originate from certified forests.

Virgin fibre grades are needed to continue the cycle. Recycled fibres degrade after several uses.

THE MYTH:

Only recycled paper should be used

THE FACT:

Paper made from sustainable forests is needed to start the paper cycle

The Two Sides Vision

The Two Sides Initiative promotes the sustainability of Print and Paper and dispels common environmental misconceptions by providing users with factual information on why Print and Paper is an attractive, practical and sustainable communications medium.

For more information visit
www.twosides.co.uk



WHY SHOULD YOU LOOK OUT FOR THE FSC LOGO?

FSC certified forests are managed with consideration for people, wildlife and the environment...

- 1** You can buy wood products, from all types of forest, with a clear conscience when you see the FSC logo.
- 2** The FSC label guarantees that the trees that are harvested are replaced or allowed to regenerate naturally.
- 3** Parts of the forest are protected entirely, in order to protect rare animals and plants.
- 4** FSC is the only wood certification scheme endorsed by the major environmental charities, including WWF, Greenpeace and The Woodland Trust.
- 5** FSC protects the rights of indigenous people to use the forest. If they have sacred sites in the forest these are exempt from felling.
- 6** The forest owner must use local workers to run the forest, and provide training, safety equipment and a decent salary. The forest owner is often obliged to support the community in other ways, such as through the development of schools.

- 7** FSC gives an assurance that future generations will be able to enjoy the benefits of the forest.
- 8** FSC is a market-based initiative which also ensures better conditions for the forest and the people whose livelihoods depend on it.
- 9** All the wood is tracked from the forest to the store. Every link between the forest and the consumer is certified to make it clearly identifiable which wood is FSC certified and which is not.
- 10** The FSC label is found on wood and paper products as well as non-timber forest products such as latex. You can find the FSC logo on floors, decking, paper, printed matter, charcoal, kitchen utensils, venison and many more products!

Source: www.fsc-uk.org



At GPS environmental consciousness is inherent in our company culture and not merely an afterthought. This extends from our policies on waste minimisation through to our many accreditations and has resulted in GPS winning a long list of awards.

Only printers that have FSC®/ PEFC Chain of Custody are allowed to reproduce the FSC®/PEFC logo respectively on jobs. We simultaneously attained Chain of Custody for both FSC® and PEFC in July 2008, making us the first commercial printing company in Northern Ireland to do so.

Our clients not only have the reassurance of knowing that we are committed to sustainability and the environment but can also demonstrate this commitment to their readership when the FSC® or PEFC logos appear on their own printed materials.

