

# Paper is Getting a Bad Rap

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*Environmentally friendly.*

*Sustainable.*

*Carbon footprint.*

The printing industry is not always viewed as environmentally friendly. People in the industry are trying to change this perception.

These are all words that you see every day. The environmental movement has come and gone a number of times. Today many printers have some type of chain of custody certification. Some, because they think it is the right thing to do and some, because their customers require it. The current movement seems to have some legs. More people across more generations are concerned about the environment. The printing industry is not always viewed as environmentally friendly. People in the industry are trying to change this perception, not because they are burying their heads in the sand and ignoring the march of electronic media into our lives, but because some of the information is just plain false. Printing and paper have their place and are effective ways to communicate.

Domtar has launched a campaign to help educate the public about paper. This is a multiyear campaign that will utilize a variety of publications and methods to get the message out. The website is [www.paperbecause.com](http://www.paperbecause.com). You can establish a link on your website as well.

Paper use can be conceived as bad. What are the facts?

- The forest products industry plants more than 1.7 million trees per day. For every tree that is harvested, several more are planted or naturally regenerated.
- We have about the same amount of forests as we did 100 years ago. If we did not use these forests for tree production commercial land would be used for development, which would shrink our forests.
- For every ton of wood a forest produces, it removes 1.47 tons of CO<sub>2</sub> from the air and replaces it with 1.07 tons of oxygen
- In 2009 over 63% of paper consumed in the US was recovered for recycling. The recovery rate for metal is 36%, glass is 22%, and plastic only 7%.

Many companies have a chain of custody certification, which helps ensure that everyone from the paper mill, merchant and printer all follow the same rules. Here are some of the points these programs cover:

Many companies have a chain of custody certification, which helps ensure that everyone from the paper mill, merchant and printer all follow the same rules.

- Prohibit conversion of forests or any other natural habitat
- Respect of international workers' rights
- Respect of Human Rights with particular attention to indigenous peoples
- No corruption – follow all applicable laws
- Identification and appropriate management of areas that need special protection (cultural or sacred sites)

We have all seen the effects of electronic media on the printed piece. Printing is now one of a number of ways that information can be transmitted. Is electronic media more effective and more environmentally friendly? This answer varies with who you ask. Generational differences can sometimes be a factor. Here are a few facts that play a part:

- 81% of consumers read or skim advertising mail delivered to their home. Do you read those emails or just delete?
- Direct mail generates the highest response rate. Direct mail response rates are typically measured in whole, single or even double digit figures when targeted. Other forms are measured in hundredths of a percent.
- 35% of marketing budgets are used for direct mail, which is still a substantial share. The ability to reach people and get a call to action is effective. Combining print with electronic calls to action are especially effective.
- The printed piece can involve more areas of the brain and contribute to better learning. The online media lends itself to more superficial processing of information. You are just surfing the information and not deep learning.
- Studies are being done about e-books and their use in the classroom. Some students report that eReaders are too rigid for use in the fast paced classroom environment.

Print and electronic media will continue to fight it out and find a place in the information mix. Help your customers understand the truth about paper and its effectiveness in marketing and learning.

Is your financial institution pushing you to go paperless? Many financial institutions only archive documents online for a few months. The IRS can audit for up to three years after they have filed their returns or six years if their income was substantially under reported. You can neglect to review your statements electronically vs. seeing them in print. Just 15% of online banking customers have stopped receiving paper statements from their primary bank. 9% of identify fraud victims who know how thieves have obtained their information say it was from stolen paper, while 12% say it was from computer viruses, hackers, spyware or “phishing”.

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