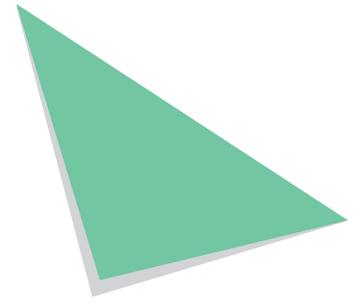


Two Sides Facts

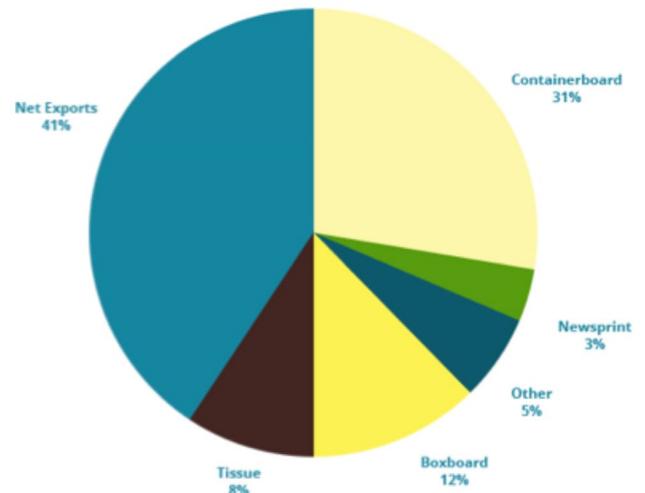


THE MYTH:
PRINT AND PAPER
IS A WASTEFUL
PRODUCT.

THE FACT:
PAPER IS ONE
OF THE MOST
RECYCLED
PRODUCTS
IN THE WORLD.

In addition to the sustainable advantage of being made from a renewable resource, paper is the most recycled product in the world. Since we began tracking how much paper gets recycled in the United States back in 1990, the recovery rate for used paper has increased dramatically. We're not only recovering more, but we now know how to get the most environmental and economic benefits from using recycled paper in new products. Two Sides members support the implementation of effective recycling schemes and the minimization and eventual elimination of print and paper waste in landfills.

- “One of the key environmental attributes of paper is that it can be easily recycled and used to make new products. In fact, paper is the most recycled material in the world today, with recovery rates ranging from 60 to 75% in North America and Western Europe. Over the next 15 years, recovered paper is expected to grow from 43% to 61% of total global fiber supplies.”¹
- “The benefits of paper recycling include: extending the supply of wood fiber; reducing greenhouse gas emissions that can contribute to climate change by avoiding methane emissions [which are released when paper decomposes in landfills or is incinerated]; contributing to carbon sequestration ; reducing the amount of energy needed to produce some paper products; and saving considerable landfill space.”²
- “Used paper makes up just over 28% of all waste in the U.S. municipal solid waste stream.”³
- “In 2012, nearly 51 million tons or 65.1% of the paper used in the United States was recovered for recycling, up 76% since 1990, the base year from which the industry’s first 40 percent recovery goal was benchmarked. The industry’s new recovery goal is to exceed 70% by 2020. Every ton of paper recycled saves more than 3.3 cubic yards of landfill space.”⁴
- “Each percentage point of paper recovery represents roughly 800,000 tons of fiber, enough to fill more than 7,500 railroad cars.”⁵
- “In the United States, more paper products are recovered for recycling than any other material, including plastics (7.1%), glass (25.5%) and metals (7.1%).”⁶
- “66% of the material used to make paper in the United States comes from recycled paper (33%) and wood chips/scraps from sawmills.”⁷



Print and Paper
have a great
environmental
story to tell

www.twosides.info

Two Sides Facts



- Data for 2012 indicate that 31% of the paper and paperboard recovered in the United States went to produce containerboard (the material used for corrugated boxes) and 12% went to produce boxboard, which includes folding boxes and gypsum wall board facings. Forty-one percent of the paper recovered was exported to China and other nations. The remaining 16% was used in newsprint (3%), tissue (8%) and other types of paper product (5%).⁸
- “The paper recycling segment of the U.S. scrap recycling industry collects, sorts and processes recovered fiber into specification grade products that were valued at \$8.4 billion in 2012. These products are sold and transported to paper mills in the United States and worldwide for production into new packaging, tissue, newsprint, office papers and a multitude of other paper products. In the United States, approximately 76% of paper mills rely on recovered fiber to make some or all of their products due in part to recovered paper’s significant energy and cost savings. In addition, fiber recovered in the United States helps meet the growing overseas demand: recovered fiber was exported to 85 different countries in 2012 at a value of approximately \$3.5 billion, not including the tremendous environmental benefits and energy savings, while significantly helping the U.S. trade balance.”⁹
- “Every time paper is recycled, the fibers get shorter. After being recycled five to seven times, the fibers become too short to bond into new paper. New fibers must be added to replace the unusable fiber that washes out of the pulp during the recycling process.”¹⁰
- “The fiber cycle could not be maintained indefinitely without relying on new sources of fiber input for making paper. This is due to the technical decline that results from transforming recovered paper into a reusable fiber input. To make the global fiber supply work, a continual input of fresh fiber is needed depending on the grade of paper manufactured (from 34% for tissue to 89% for printing and writing papers). Without this continual addition of fresh fiber, the supply of usable recycled fiber available to manufacture new products would last only a few months, depending on the grade of paper being manufactured (from 1.5 months for printing and writing papers to 17.5 months for tissue).”¹¹
- “Determining the best use of recovered and virgin fiber for any paper type requires a life cycle perspective with an evaluation of the environmental, economic and technical considerations along the entire supply chain. This includes understanding where fiber is coming from (source), how the paper is made (manufacturing) and how effectively fiber can be utilized depending on the paper type (use).”¹²
- “Over 90% of recovered paper in the world is used in grades other than printing and writing grades, such as newsprint, tissue, container boards, and other packaging or board products. Approximately 6% of the global recovered paper supply is used in printing and writing grades, and this percentage is forecasted to increase only slightly by 2025. Most of the forecasted increase is in container boards, carton boards and tissue paper.”¹³
- “Life cycle analysis has shown that the end of life (how a product is disposed of) contributes nearly as much to the carbon footprint of a product as the manufacturing process. One way to promote recycling is to use currently available “Please Recycle” logos and claims, and to get engaged in recycling initiatives with end users, cities and communities.”¹⁴



1 [Sappi Fine Paper North America, 2011](#)

2 [U.S. Environmental Protection Agency \(EPA\), 2013](#)

3 [U.S. EPA, 2011](#)

4 [American Forest & Paper Association](#)

5 [Institute of Scrap Recycling Industries \(ISRI\), 2013](#)

6 [ibid., U.S. EPA](#)

7 [ibid., U.S. EPA](#)

8 [AF&PA, 2013](#)

9 [ibid., ISRI](#)

10 [ibid., U.S. EPA](#)

11 [Metafore, 2006](#)

12 [Metafore, Recycled Content and Virgin Fiber: Environmental, Economic and Technical Considerations for Magazine Publishers, 2009](#)

13 [ibid., Sappi Fine Paper North America](#)

14 [ibid., Sappi Fine Paper North America](#)

