



Spread the word about print. Post this prominently.

Be prepared

When clients say:

“We’re avoiding print because it’s a big contributor to landfill waste.”

Tell them:

Actually, the vast majority of print does not go to landfills...

66.8%

• **66.8% of paper consumed** in the U.S. was recovered for recycling in 2015.¹

15.1%

• **From 2000 to 2013, the percentage of paper and paperboard** as municipal solid waste declined from 28.8% to 15.1%. In comparison, plastics now account for 17.7% and food waste 21.1%.³

5-7x

• **Papermaking fibers can typically be recycled** 5 to 7 times before they become too short to be recycled again.²



• **The use of recycled paper** is one of the many “green” options that print provides.⁴

And share these resources from the ChoosePrint.org website:

¹ *Paper Recycles* (website from Helpful Resources column of Print Promotes Forests page)

² *EPA’s FAQs about Paper Recycling* (website from Helpful Resources column of Print Promotes Forests page)

³ *Advancing Sustainable Materials Management: Facts and Figures 2013, Table 3, page 37* (study from research page)

⁴ *Print Provides Green Options* (article from Archives page)

