Graphic Press

ENVIRONMENT

PRINT IS HOW FORESTS PAY FOR THEMSELVES

Paper is a crop. The demand for it gives landowners a reason to keep land forested, replant what is harvested, and manage it for the long term rather than sell it for development.

HOW THE CYCLE WORKS

In a sustainably managed forest, planting, growing and harvesting are controlled so wood is removed no faster than it grows back. That fibre becomes pulp, then paper, then print, and after use it is collected and recycled several times over. Because recycled fibres shorten with every pass, a steady supply of fresh fibre from managed forests is what keeps the cycle turning.

CERTIFIED STOCK

MOST OF OUR PAPER IS FSC CERTIFIED

Chain-of-custody certification traces the fibre in your job back to a responsibly managed forest.

01
MANAGED FOREST
Replanted and thinned on a controlled cycle. Primary forest stays protected.

02
PULP AND PAPER
Mills run largely on biomass residues — the industry is a major producer of renewable energy.

03
PRINT
Vegetable-based inks, certified stock, and press sheets planned to reduce waste.

04
RECYCLE
Paper is among the most recycled products in the world, and the fibre re-enters the cycle.

MYTHS AND FACTS

SOURCE: TWOSIDES.INFO

MYTH	FACT
“FORESTS ARE SHRINKING BECAUSE OF PAPER”	Almost all primary forest is protected. Paper comes from sustainably managed forests where the cycle of planting, growing and logging is carefully controlled.
“ONLY RECYCLED PAPER SHOULD BE USED”	Without new virgin fibres from trees the paper cycle cannot be maintained. Recycled fibres degrade after several uses, so fresh fibre from managed forests keeps the renewable cycle going.
“GOING PAPERLESS IS THE GREENER CHOICE”	Electronic communication has impacts of its own: devices, data centres and electronic waste. “Go paperless, go green” claims are rarely backed by evidence.

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Ask for FSC certified stock on your next job. We will note the certification on the quote and on the finished piece.

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