

DID YOU KNOW

You Should Feel Good About Using Paper!

It's time you knew the facts.

There are many reasons to feel good about using paper:



Paper Industry Facts:

Since the 1940's, annual growth of new trees has always exceeded the number cut down. By 1992, tree growth outpaced harvest by 34 percent.

Many experts believe that a responsibly managed forest offers one of the least expensive and best ways to fight climate change.

The energy used to produce the typical amount of paper each of us consumes annually is equivalent to powering one computer continuously for five months.

Paper comes from a renewable resource – trees!

One of the great things about paper is the primary raw materials are renewable. The paper and forest products industry replenishes more than it takes and ensures the sustainability of our forests by planting 1.7 million trees every single day.

By using paper you help keep trees growing.

The fact is when the demand for paper declines, tree farming also declines taking all of the important ecological impact with it. Decreasing paper use may cause a forest somewhere to be replaced by development. According to USDA estimates, in the next 30 years the U.S. could lose 44 million acres of forest to development.

Paper is biodegradable, recyclable and reusable.

Nearly 60 percent of all paper in the United States is recycled and more than 63 percent of the wood fiber used to make new paper products comes from recycled sources.

We use renewable, low carbon energy.

The pulp and paper industry is the single largest industrial user of carbon-neutral biomass fuels and has invested heavily in technology to reduce energy consumption. On average, 70 percent of the energy used at International Paper mills comes from self-generated, carbon neutral renewable resources.

We strongly support third-party certification.

International Paper uses third-party certification, chain-of-custody and internationally recognized forest certification standards. All of our Printing & Communication Papers products are third-party certified, and our mills are certified to FSC®, PEFC® and SFI® standards.

We are always looking to improve.

Visit the ipsustainability.com web page to learn more about International Paper's sustainability practices, and sign up for updates.