



Version 1.0, Feb 2008

## Recycled Paper

The question is not why any organisation should use recycled paper, but why not!

A huge range of recycled papers exist. Good quality paper is widely available. Today's papers are equal in quality and printing performance. All organisations use paper and using recycled paper is a simple way to save energy, cut pollution, and create and support jobs in recycling.

Recent paper price increases on virgin products have encouraged nearly one in five organisations to use more recycled paper (WRAP, Sept 2007) and this trend is likely to continue.

There are other myths and misconceptions about recycled paper as well as the quality issue.

**It's hard to find?** Availability is increasing all the time. All good stationery supplies catalogues stock it and there are specialists (check the web) as well as local retailers.

**It's too costly?** Yes, sometimes there is a small cost premium. This may be due to having a smaller market (economies of scale) or you may be buying very small quantities (e.g. a ream or two at a time). It can also depend on where you are buying it. But prices are tumbling and often prices are cost-competitive. Could you buy in bulk? If you are a small organisation sharing a building with others, could you arrange a bulk order between you? Check you are buying the right grade of paper for the right purpose. Heavier papers cost more whether they are recycled or not.

**It jams printers and photocopiers?** There's no evidence that modern recycled papers do this any more than others. Most copier firms are happy to recommend recycled papers.

**There are not many people using it?** This is quickly becoming one of the biggest urban myths. Many public and private sector purchasing policies back the use of recycled paper. Defra (the government department funding EAC) use a Kent-based manufacturer whose brand (Evolve) is made in the UK from UK waste paper.

### Making the switch

If you change, make it easy by following these guidelines:

- Make sure everyone in the organisation knows what being done and why
- You may need to do 'blind testing' to overcome prejudices (in the print room)
- You may need to educate designers and printers (or switch!)
- Keep an eye on suppliers for new ranges (ask for product samples)
- Older equipment may need to be adjusted (but may not)

## Keeping going

- Don't stop saving paper: don't use it more lavishly because its already been recycled once
- Recycle, Recycle, Recycle - just because it's recycled doesn't mean it can't be recycled again.
- Cast a look around your office. When plastic items such as folders need replacing or you need new stationery, is there a durable paper or board equivalent?
- Make the switch to 100% recycled paper for 100% purposes (office use, printing and publicity, publishing, events, mailings, business cards, toilet paper etc)

### What's available recycled?

All these are:

Letterhead paper

Copier paper

Printing paper

Designer papers

Art and craft

Envelopes

Notebooks

Files

Folders

Archive/storage boxes

Fax

Toilet paper

Packaging and wrapping paper