



www.twosides.us

# Ready to Bust Some Myths?

Print and Paper have a great environmental story to tell!  
Check out these facts and visit [www.twosides.us](http://www.twosides.us)  
to join us and learn more.

## TWO SIDES U.S. Ecographic

1. In the United States,  
**we grow more  
trees than  
we harvest.**

(USDA Forest Service, 2010)



2. Over the last 50 years,  
the volume of trees  
growing on U.S. forestland  
**increased 49%.**

(Society of American Foresters, 2007)



3. In 2012,  
**over  
65%**

of the paper used  
in the United States  
was recovered  
for recycling.

(AF&PA, 2013)

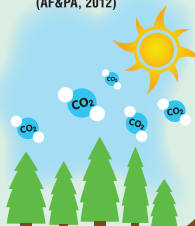
4. The print, paper  
& mail value  
chain supports  
**8.4 million  
U.S. jobs.**

(EMA Job Study, 2013)



5. The forest  
products industry  
is a leader in the  
production of  
**renewable  
energy.**

(AF&PA, 2012)



6. The income  
landowners receive  
for products grown  
on their land  
encourages them  
to **maintain,  
renew &  
manage** this  
valuable resource  
sustainably.

(WBCSD & NCASI, 2005)



7. **Greenwash:**  
the act of misleading  
consumers regarding  
the environmental practices  
of a company or the  
environmental benefits  
of a product or service.

(Terrachoice, 2007)



8. Marketers should not make broad, unqualified  
general environmental benefit claims like  
**'green' or 'eco-friendly'** ????????

Broad claims are  
difficult to substantiate,  
if not impossible.

(US FTC, Summary of the Green Guides)



9. The environmental impact  
of electronic products  
& services replacing paper  
is important & **must  
not be ignored.**

(P. Arnalk, 2010)



10. **87% of  
Americans** polled  
say the main reason companies  
want to shift customers to  
electronic delivery is to **save  
money, not to be  
environmentally  
responsible.**

(Infotrends, 2013)

