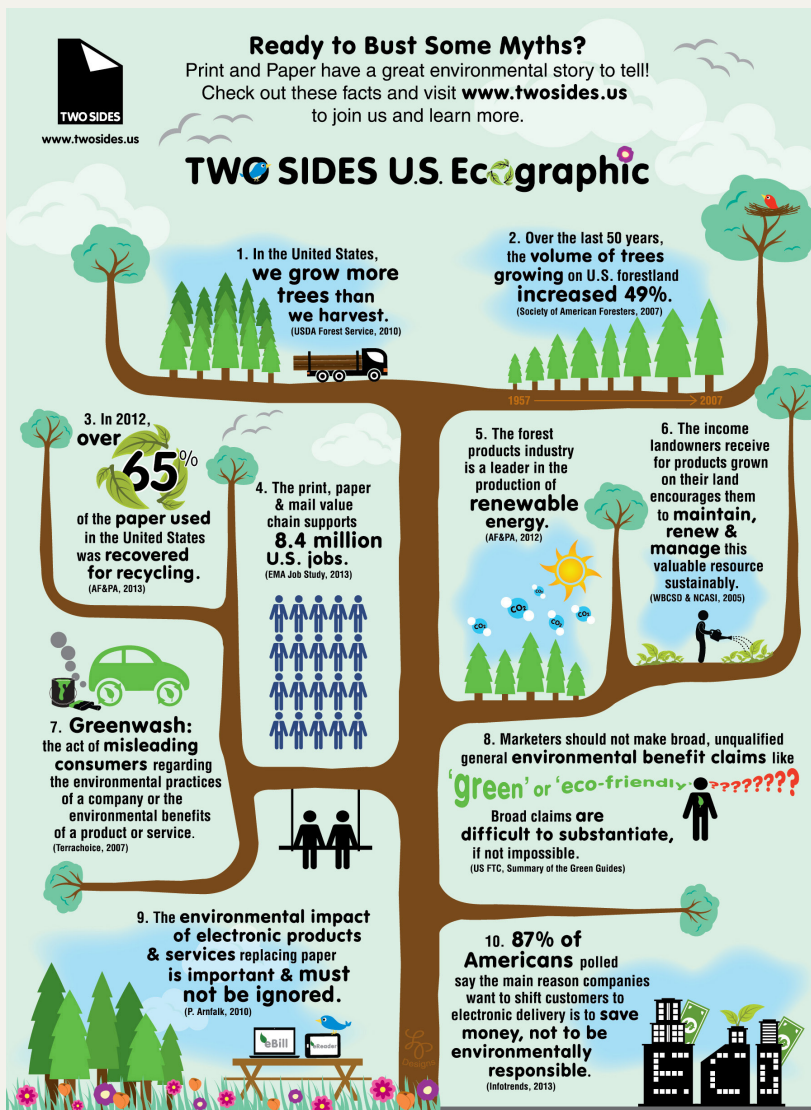


Myths Busted

Misconceptions of Print

Misleading claims such as “go green - go paperless” or “save trees” are commonly used for cost saving purposes and are damaging to the Print and Paper Industry.

Paper is a versatile and sustainable communications medium. As a leading printer in the Southeast, Panaprint only works with environmentally responsible paper mills and uses soy based inks whenever possible in an effort to reduce pollutants. Soy based inks reduce the time and energy needed to recycle paper, thus helping us to reduce our carbon footprint.



Here are some facts for you.

- 33% of paper comes from wood chips and sawmill scraps, another 33% comes from recycled paper. (Source: U.S. EPA/Choose Print)
- Adverse health effects from producing an e-reader are 70 times worse than a book. (Source: Daniel Goleman & Gregory Norris "How Green is my iPad")
- Electronic devices typically require the mining and refining of dozens of minerals and metals, as well as the use of plastics, hydrocarbon solvents, and other non-renewable resources. (Source: Facts and Figures on E-Waste and Recycling, Electronics Take Back Coalition.)
- Printing is the only medium with a one-time carbon footprint - all other media require energy every time that they are viewed. (Source: 2010 PrintCity report on Carbon and Energy)
- Soy based inks are rich in color, sustainable and renewable, cost effective and easier to recycle. (Source: Prismagraphic.com)
- Direct mail recycling has grown 700% since 1990. Discarded electronics account for 2.37 million tons of waste. (Source: EPA website)

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