



Protecting Our Environment



A Consumer Pledge To Honor The Earth



Increasingly, consumers are finding they can go “green” without giving up performance, convenience or savings.

(NAPSA)—By encouraging consumers to pledge to “go green,” the nation’s oldest “green” paper company hopes to plant the seeds of environmental awareness.

The purpose of the campaign is to educate consumers to the idea that their purchases can actually help to protect the environment.

Since 1950, Marcal has been saving trees and reducing landfill by making its paper products from recycled paper.

By visiting the company’s Web site, consumers have an opportunity to take the following pledge:

I am only one person.

But what I do impacts the whole world.

I have decided that the health of the Earth is important to me.

I have decided to honor this priority in small ways.

If I can share a ride or take public transportation to help save the air, I will.

If I can make everyday choices that help save energy, I will.

If I can choose recycled paper that helps save the forests and wildlife habitats, I will.

According to Green Mom blogger Beth Aldrich, “The pledge is a reminder that, as consumers, we are constantly making decisions—and purchases—that can have an effect on the environment.”

Marcal believes that green products should give consumers performance they can count on, be good for the home, gentle on the environment and not cost a lot.

In 2009, Marcal launched a new brand it calls Marcal Small Steps®. It’s a full line of toilet tissues, facial tissues, towels and napkins made from 100 percent recycled paper.

To learn more and to take the pledge, visit www.marcalssmallsteps.com/pledge.html.