

# Protecting Our Environment

## An Easy Way You Can Help

### Changing The Recycling Paradigm

(NAPSA)—Many people are surprised to discover that some brightly colored paper is actually “eco-friendly.”

Although some paper recyclers are resistant to accept colored papers, they are recyclable. In fact, many paper recyclers receive a wide variety of paper grades including colored and brightly colored papers on a daily basis and do not experience challenges or problems with recycling either of these. Businesses and consumers should check with their local recycling center (American Forest & Paper Association) to find out guidelines for recycling brightly colored paper.

It can be challenging, however, to break through the “green” clutter and understand what is environmentally preferable. First and foremost, using environmentally preferable paper is essential. This includes paper with recycled post-consumer fiber content and that carries FSC-certification (Forest Stewardship Council: [www.fscus.org/](http://www.fscus.org/)). Products bearing the FSC logo guarantee that the wood/fiber used is from a certified, well-managed forest. Green Seal is another credible certification to look for ([www.greenseal.org/](http://www.greenseal.org/)). Green Seal is an independent nonprofit organization dedicated to safeguarding the environment and transforming the marketplace by the promotion of the manufacture, purchase and use of environmentally responsible products and services.

The Wausau Paper® Astro-brights® line offers businesses and consumers an environmentally preferable product that has FSC-certification. There are also a number of specified colors that are Green Seal® Certified and made with 30 percent post-consumer



**When purchasing paper, make sure it is truly eco-friendly. Check to see if it is made from wood grown in a well-managed forest.**

fiber content without sacrificing the vibrancy of the colors or the product quality within the Astro-brights® line.

In addition to evaluating the paper's content, it is important to review the paper manufacturer's other environmental efforts and manufacturing processes.

“We practice environmentally sensitive manufacturing, which reduces our environmental impact, and we have recently implemented a partnership with SmartWay<sup>SM</sup>,” said Jeff Fox, director of marketing for Wausau Paper®.

SmartWay<sup>SM</sup> is an innovative partnership with the U.S. Environmental Protection Agency, with a goal of reducing greenhouse gases and air pollutants and improving fuel efficiencies. Wausau Paper® became the 127th shipper in the U.S. to be certified as a SmartWay<sup>SM</sup> Transport partner.

For information visit, [www.wausaupaper.com](http://www.wausaupaper.com).