

DMA Advice for Protecting the Environment & Your Bottom Line

– Increasing Demand for Recycled Paper –

Recycling is at an all time high, yet there is much more to do to raise recycling/recovery rates and keep up with the increasing demand for recycled products. This fact sheet discusses steps you can take to help increase recycling and recovery rates.

DEMAND FOR RECYCLED FIBER

More than 80% of U.S. paper makers use recovered fiber to manufacture new paper products, according to the American Forest & Paper Association (AF&PA). Many of the paper products that Americans use every day are made with recovered fiber including cardboard boxes, grocery bags, cereal boxes, milk cartons, tickets, tea bags, tape and even kitty litter.

In addition, state and federal government agencies are an ongoing fundamental source of demand for recycled content. The federal government and many state agencies have mandates to use a certain percentage of recovered content in their printing paper, writing paper, catalogs and magazines.

HOW CAN YOU HELP?

Now more than ever, Americans are recycling. In 2006, Americans recovered 53.5 million tons of the paper, averaging 360 pounds per person, according to the American Forest & Products Association (AF & PA). This is an impressive amount of recovered fiber, but there is still a lot to do: 35.7 million tons of paper was landfilled in 2006, and only about 30 percent of catalogs and direct mail are recycled from American residences each year.

In order to meet anticipated domestic and export demand growth, more paper of suitable quality for recycling will need to be recovered. It is to this end that DMA is launching the “Recycle Please” campaign, which asks marketers to include the “Recycle Please” logo on marketing materials to encourage consumers to recycle them.

For more information, please visit:

- www.RecyclePlease.org - for information on DMA’s “Recycle Please” campaign and how you can participate.