

Know your printing paper

A guide to purchasing recycled content paper for corporate stationery and promotional materials

Know your printing paper – a guide to purchasing recycled content paper for corporate stationery and promotional materials (the guide) lists 41 brands of printing paper available in NSW that contain recycled fibre. The guide is designed to assist anyone wishing to purchase recycled content printing paper by providing a range of technical and environmental information about the papers.

Choosing recycled content printing paper:

- demonstrates your business' commitment to sustainability
- attracts new clients
- creates environmental benefits and savings
- generates economic and social benefits in the community.

What to think about before starting your next print job

Demand for paper remains high, with Australians using approximately 1.72 million tonnes of printing and writing paper each year – or the equivalent of over 40 million trees. It is estimated that in NSW about 700,000 tonnes of paper and paper products are sent to landfill each year.

Before starting your next print project, work with your designer and printer as early as possible to ensure the final product you seek meets your needs and protects the environment. Consider the following things when planning your print project:

- **are there opportunities to reduce paper consumption?** – consider the physical size and number of copies needed to achieve your printing objective. If you can make your job less complex, and with fewer copies then you should. Where possible consider printing multiple copies on the one sheet of paper to reduce wastage
- **which recycled content paper suits you?** – is there a suitable recycled content paper that you can use? Is the proportion of virgin content certified? Is the paper chlorine free? What paper thickness is necessary? Does the paper need to be coated?
- **can you reduce waste further?** – to reduce the amount of waste generated, use digital photography (this avoids film and film chemicals being used) and online proofing where ever possible
- **consider low impact inks** – to reduce the release of VOCs (Volatile Organic Compounds) select inks with limited petroleum content such as vegetable and soy based inks. Where possible reduce the amount of colours, printed areas and bleed areas to reduce ink consumption.



Buying recycled content printing paper provides numerous environmental benefits including:

- ✓ **Diversion of materials from landfill and greenhouse gas benefits** – Recycling and buying recycled products ensures valuable resources are not sent to landfill, and consequently reduces greenhouse gas emissions produced as paper biodegrades in landfill.
- ✓ **Conserves resources** – the manufacture of recycled content paper uses up to 50% less energy, 60% less water, and reduces our reliance on natural forests compared to manufacturing paper from virgin fibres.
- ✓ **Supports recycling markets** – buying recycled content papers also supports the economy and diversity of secondary markets, while providing jobs in the recycling industry.



Recycled content printing paper listing

There are many aspects to consider when choosing a recycled content printing paper, including technical specifications, environmental characteristics and credentials, country of manufacture and the manufacturers' recommended use.

Table 1 provides a summary of the 41 recycled content printing papers listed in the guide. For further details including where to buy recycled content printing papers, consult the full version of the guide.



Table 1: Recycled content printing papers listed in Know your printing paper – a guide for purchasing recycled content paper for corporate stationery and promotional materials

Paper name	Country of manufacture	Recycled fibre (%)
9lives80	Italy	80%
Banksia Smooth	Australia	25%
Cambric Linen	USA	30%
Concept Vellum	USA	100%
Conqueror Texture FSC – Recycled Laid	UK	25%
Conqueror Smooth FSC – Recycled Wove	UK	25%
Curious Particles	UK	75%
Cyclus Offset	Denmark	100%
Cyclus Print	Denmark	100%
EcoStar	France	100%
ENVI 50/50 Uncoated Recycled Carbon Neutral	Australia	50%
ENVI Coated Recycled Carbon Neutral	Australia	35%
Enviro Gloss & Silk	Italy	55%
Envirocare 100% Recycled	Austria	100%
Environment	USA	100%
Expression	USA	30%
Freelife	Italy	40%
Keaycolour Recycled	UK	25%
Mega Recycled FSC	Germany	50%
Mohawk Options PC 100	USA	100%
Monza Recycled	Italy	55%

Paper name	Country of manufacture	Recycled fibre (%)
Navajo	USA	20%
Neenah Columns 100% Recycled	USA	100%
Neenah Columns Recycled Colours	USA	60%
Onyx	Australia	100%
ReArt 100% Recycled Gloss (Text)	Japan	100%
ReArt 100% Recycled Gloss (Board)	Japan	100%
ReArt 100% Recycled Matt	Japan	100%
Recycled 100%	Australia	100%
RePrint 100% Recycled	Japan	100%
Revive Creative	Australia	70%
Revive Fleck	Australia	100%
Revive Laser	Australia	100% (70% for 300gsm)
Revive Silk	Australia	35%
Revive Silk Cover	Italy	50%
Starbright	USA	50%
Stephen	Australia	50%
Tudor RP 100% Recycled Laser	Australia	100% (70% for 300gsm)
Tudor RP High White Smooth	Australia	100% (70% for 300gsm)
Tudor RP Kraft	Australia	100% (70% for 300gsm)
Via	USA	30%

Contacts and further information

Know your printing paper – a guide for purchasing recycled content paper for corporate stationery and promotional materials, can be downloaded from www.environment.nsw.gov.au or email sustainability@environment.nsw.gov.au to request a hard copy – which includes samples of all 41 recycled content papers listed in the guide.

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