

Print and Paper have a great environmental story to tell

EXAMPLES OF E-MAIL TAGLINES

Below are some examples of e-mail taglines that Two Sides has collected and modified, including our own tagline. Please use them as you see fit. You can also mix facts and create your own message. There are hundreds of facts to choose from on our Myths and Facts pages and detailed Fact Sheets at www.twosides.us.

- Paper is one of the most recyclable, renewable and natural mediums of communication. If you print, please recycle.
- If you print, please recycle. There are few other products as renewable and recyclable as paper.
- Paper comes from a renewable resource - trees. Well-managed working forests are good for the environment and provide clean air and water, wildlife habitat and carbon storage. Growing and harvesting trees also provides jobs for millions of Americans.
- Unlike many other products we use, paper comes from a renewable resource. Growing and harvesting trees for paper production provides income for thousands of U.S. family forest owners. Working forests are good for the environment, providing clean air, clean water, wildlife habitat, and carbon storage.
- Paper has unique environmental features. It is highly recyclable and comes from a renewable resource. If you print, please make sure you recycle.
- If you print, please recycle. Paper is one of the most recycled products in the world. It is also made from trees - a natural and renewable resource.
- Thanks to the sustainable production of paper and other forest products, the volume of trees growing on U.S. forestland has increased 49% in the last 50 years and the amount of U.S. forestland has remained essentially the same for the last 100 years.
- Both electronic and paper-based communications require use of the world's precious resources and have environmental impacts. Please do not forward, post, tweet, reply to, or print this email unnecessarily. If you print, please recycle.
- Paper production supports sustainable forest management. The income landowners receive for trees grown on their land encourages them to maintain, renew and manage this valuable resource sustainably. If you print, please recycle.

- If you print, please recycle. Choose paper from companies that have good environmental performance and source fiber from well-managed certified forests.
- Paper production helps maintain our working forests. Thanks to sustainable forest management practices, the volume of trees growing on U.S. forestland has increased 49% in the last 50 years.
- If you print, please recycle. Paper production supports the sustainable management of U.S. forests. Good forest management is good conservation.

The following tagline can be used by Two Sides U.S. members. For a JPEG version, please send us an email at pnr@twosides.info

PRINT AND PAPER HAVE A GREAT ENVIRONMENTAL STORY TO TELL

'Two Sides' is an initiative by companies from the Graphic Communications Supply Chain including forestry, pulp, paper, inks and chemicals, pre press, press, finishing, publishing and printing.

Our common goals are to promote the responsible production and use of print and paper, and dispel common environmental misconceptions by providing users with verifiable information on why print on paper is an attractive, practical and sustainable communications medium.



www.twosides.us



Printed emails create a permanent and sustainable record but please ensure all your waste paper is recycled. Print and Paper is Renewable, Recyclable and Powerful. Visit www.twosides.us for more information.
