Ready to Bust Some Myths?
Print and Paper have a great environmental story to tell!
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1. In the United States, we grow more trees than we harvest.
   (USDA Forest Service, 2010)

2. Over the last 50 years, the volume of trees growing on U.S. forestland increased 49%.
   (Society of American Foresters, 2007)

3. In 2012, over 65% of the paper used in the United States was recovered for recycling.
   (AF&PA, 2013)

4. The print, paper & mail value chain supports 8.4 million U.S. jobs.
   (EMA Job Study, 2013)

5. The forest products industry is a leader in the production of renewable energy.
   (AF&PA, 2012)

6. The income landowners receive for products grown on their land encourages them to maintain, renew & manage this valuable resource sustainably.
   (WBCSD & NCASI, 2005)

7. Greenwash: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.
   (TerraChoice, 2007)

8. Marketers should not make broad, unqualified general environmental benefit claims like ‘green’ or ‘eco-friendly’.
   Broad claims are difficult to substantiate, if not impossible.
   (US FTC, Summary of the Green Guides)

9. The environmental impact of electronic products & services replacing paper is important & must not be ignored.
   (P. Amtalk, 2010)

10. 87% of Americans polled say the main reason companies want to shift customers to electronic delivery is to save money, not to be environmentally responsible.
    (Infotrends, 2013)

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