

SUSTAINABILITY UPDATE

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Recycled Products & Recycling

Recycled Content or Virgin Content - Which is better?

Recycling is beneficial because it helps conserve vital natural resources, but customers decide which grades meet the needs of their paper procurement policies. The fiber used in each grade of paper contributes to the brightness, strength and weight requirements of that product. In fact, the use of increasing amounts of recovered fiber in these products may actually increase the amount of chemicals, energy, water and fiber needed in the pulping process to meet quality standards. Recovered paper is not always recycled into the same kind of paper and some grades require the strength of virgin fiber content. Paper performance, air and water quality, energy required for transportation, sorting and deinking and natural resource conservation are all factors we weigh to gauge the costs and benefits of virgin fiber versus recovered fiber content. International Paper offers a range of products to carefully balance these concerns while meeting the needs of our customers. Whether it's providing fiber from recovered paper or virgin fiber content from sustainably managed sources – our paper makes the grade.

Even as our company promotes recycling, we realize paper production cannot be sustained by recovered fiber alone. One study¹ has shown that we would run out of paper in 30 days if we relied only on recovered fiber for our manufacturing needs. It is vitally important to ensure that the virgin fiber we do use is managed sustainably and in a way that protects the environment. Virgin fiber used by our company is certified to the Sustainable Forestry Initiative® (SFI) procurement standard and to the SFI and Programme for the Endorsement of Forest Certification (PEFC) chain-of-custody Standards. Encouraging use of wood fiber actually encourages landowners to manage their forestlands sustainably for both economic value and future enjoyment. While recycling will not eliminate the need for new wood fiber in the process, the combination of wood fiber from well-managed forests and high product recovery rates make paper one of the most sustainable products in the marketplace. *It is clear that both virgin and recycled fiber are essential to a sustainable fiber supply.*

The Chasing Arrows - A Closer Look

Though many paper and packaging products bear the mobius loop or "chasing arrows" symbol, this does not necessarily mean that they contain recycled content. The terms "recycle" or "recyclable" on your paper products mean that they can be recovered through certain local and statewide recycling programs. Paper and packaging products may contain recycled fiber without printing that information on the product or its packaging. To use the chasing arrows symbol, a manufacturer must qualify any claim by clarifying the label use or indicating the percentage of pre-consumer (materials before they enter the waste stream such as scraps at a printer) or postconsumer (material recycled by the end user) fiber in the product.

Most of our grades can be made with 10 percent postconsumer waste (PCW) fiber, and many grades are available with up to 30 percent PCW fiber. We provide recycled fiber options for food contact paper and packaging applications where we have determined that the fiber meets food contact guidelines as established by the U.S. Food & Drug Administration. To find out which recycled content products are available to meet the quality needs and environmental goals of your product, contact your sales representative.

¹The Fiber Cycle Technical Document. *Metafore*, March 2006.

Recycling at International Paper

- International Paper, the City of Memphis and FCR, Inc. have introduced a new corrugated and paperboard curbside recycling program to their headquarters city of Memphis, Tenn.
- International Paper was one of the founding members of the ReMix program, which was established in 2004, to encourage recycling of magazines and catalogs around the U.S.
- Office paper generated at International Paper's Global Headquarters in Memphis, Tenn., is used in the production of recycled grades of paper at our Riverdale Mill in Selma, Ala.

To find out more

- To find recycling options available to you, visit the National Recycling Coalition Web site at <http://www.nrc-recycle.org/>
- Nearly 90 percent of Americans have access to curbside or drop-off paper recycling programs. For more information and statistics, visit <http://www.paperrecycles.org/recycling/index.html>. To find educational materials on recycling for consumers and to register on the customer site, visit the Abundant Forest Alliance Web site. You can also learn about the AFA's Plant It Forward activity campaign at <http://pif.abundantforests.org/search/tagresults/recycling>

For more information or materials about recycled products and recycling:

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