GREENER
than you think

Using paper actually results in more trees, not less.

A healthy demand for wood-based products incentivizes tree farmers to plant more trees.

Most trees used for paper come from forests called managed timberlands. Even though the trees in these timberlands may look like "woods," they are an agricultural crop - like vegetables on a farm. The trees are grown to be made into products for human use. Not using paper in order to save trees, is like not eating salad in order to "save" vegetables. In fact, many forests might not exist if trees weren't planted and harvested by industry.

Every day the paper and forest products industry plants more than 1.7 million trees. There are 12 million more acres of forests in the U.S. today than in 1987.
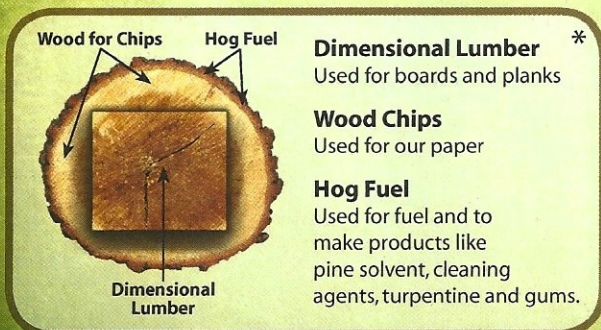
No trees were harvested to produce this phone book!

100% of our paper is produced from the wood chips created by sawmill waste combined with recycled paper.

SEE GRAPHIC BELOW*

Better CO$_2$ Sequestration

Improved forest management (regeneration of forest areas) has resulted in a net uptake (sequestration) of carbon from 1990 - 2005. This is because older unmanaged forests lose their ability to sequester carbon.

In fact, an acre of young healthy trees will produce 4,280 lbs of oxygen and capture 5,880 lbs of carbon dioxide from the atmosphere each year.

Wood for Chips **Hog Fuel**

Dimensional Lumber *
Used for boards and planks

Wood Chips
Used for our paper

Hog Fuel
Used for fuel and to make products like pine solvent, cleaning agents, turpentine and gums.

Dimensional Lumber

How can you say no trees were cut down to make this paper? Some trees were used, right?

If you were a tree farmer (after all trees really are a crop), would you grow trees for lumber that sells at $413.28 per ton or for wood chips that sell at $125.00 per ton? This is why trees are harvested for lumber, not for paper. Our paper is made from the wood chips left over from the lumber-making process combined with recycled paper.

This phone book is 100% recyclable.
Telephone directory paper has one of the highest recycle contents of any paper grade!

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