



THE MYTH

“ Paper industry wants
to **increase** paper
CONSUMPTION ”

THE REALITY

- The paper supports **sustainable consumption**.
- Paper is **made from renewable raw materials**.
- Recycling **saves resources**.

We should not waste resources or support wastage. But without paper our life today would be difficult to conceive. We read newspapers, magazines and books, we expect goods to be properly packed, and we need paper for our daily hygiene. We don't even realise the use of paper in industrial and commercial transport packaging, not to mention the special papers that are used in vehicle manufacturing, for wine filtering or for medical applications, for example.

Unlike other materials, paper is made from a renewable material - wood. Sustainable forest management will ensure that forests grow and enough material is available. But also the paper industry's motto is doing more with less: making paper with fewer materials, less energy increasingly

renewable, in more efficient machines, towards zero waste, and providing thousands of needed products. It makes both good environmental and economic sense.

Recycling plays an important role in the sustainability of the paper cycle. The reuse of processed raw materials cuts down on energy, wood fibres and waste water treatment. As much as 70% of paper in use is collected for recycling. More concretely, nine out of ten corrugated boxes are made from recycled fibre; and nine out of ten newspapers are made with recycled fibres.

1. CEPI Key Statistics 2011, p.21

To learn more about recycling, please visit www.paperforrecycling.eu