

THE MYTH

“ We should only
use and **produce**
RECYCLED PAPER ”

THE REALITY

- Europe is the world leader in paper recycling.
- To keep the recycling process going, **fresh fibers** are needed.

Paper is the most recycled material in Europe and more than half of the paper produced comes from recycling. In Europe, 70.4% of paper in use is collected for recycling¹. Nine out of ten corrugated boxes are made from recycled fibre and nine out of ten newspapers feature on recycled paper. Year after year paper recycling rates continue to rise and when fibres can no longer be used they can be converted into renewable or green energy. Today, more than half of the raw material used to produce paper in Europe is paper for recycling.

Endless recycling, however, is not feasible in practice. Cellulose fibre from wood, which is a natural renewable resource, is the fundamental raw material for paper making. The cellulose fibre inevitably deteriorates with every recycling process. It is estimated that it can be reused four to eight times on average. Fresh fibres are therefore required to maintain the paper cycle. Some paper grades, due to their end use, need to offer characteristics that can best be provided by virgin fibre. To produce such grades, virgin fibre

and recycled fibre are incorporated in different proportions in the European paper production.

The European Paper Industry's target is to maintain a 70% recycling rate² despite the fact that around 19% of the paper we use is not available for recycling. Sometimes, because we simply keep it, such as books, documents and photographs that we have at home or that are kept in archives or libraries. In other cases they deteriorate or disappear, such as sanitary paper or cigarette paper.

The best contribution that citizens can make towards responsible paper consumption is by contributing to recycling, by separating used paper from other residues and putting them in the appropriate containers.

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

1. CEPI Key Statistics 2011, p.21

2. European Declaration on Paper Recycling 2011-2015