

Paper. The everyday wonder.





It carries your thoughts, your dreams and your coffee.

Few things in life are as versatile, practical and reliable as paper. It's no wonder we can't live a day without using paper products.

It's renewable: Paper is not only recyclable, it is also made from a renewable and natural resource — trees. Trees not only serve as the primary source for paper, but they also provide wildlife habitat and other environmental benefits.

It's versatile: From the thinnest tissue, to the most absorbent diaper, to the toughest corrugated box, there are almost as many different kinds of paper as there are uses for it.


It's comforting: From facial tissue and paper towels, to the morning newspaper, to the carton that holds your orange juice and the paperboard packaging that holds your breakfast cereal, most of us begin each day enjoying the comforts of paper products.

It's educational: From kindergarten drawings to high school textbooks, paper carries the concepts our children learn and the lessons our teachers teach.

It's dependable: At work, office papers help us communicate. Even in this digital age, and despite talk about the "paperless office," office papers are essential for copiers, laser printers, brochures, notepads and other uses. And since digital documents can be deleted, there's nothing like having a back-up on paper.

It's memorable: Paper records our first footprints in this world and every milestone along the way. It captures our joys and sorrows, our past and present, our thoughts and ideas.

Paper: Renewable and versatile, comforting and educational, dependable and memorable, paper is the everyday wonder.

A piece of light-colored, slightly curved paper with a torn edge, containing the text "Essential to our daily lives and our nation's economy." in a simple, sans-serif font.

Essential to our daily lives and our nation's economy.

Wherever we go, paper is there to help at every turn. It's the bags that hold your groceries or latest clothing purchase. It's the cards, letters and packages you receive, the cup that holds your coffee and the album that holds your memories.

A host of innovative paper products help hospitals deliver cleaner, better patient care and protect healthcare personnel. Paper is also hard at work in thousands of industrial and manufacturing applications helping keep the air clean, and providing protective apparel and innovative packaging.

Take a walk through your supermarket, hardware store or pharmacy — you'll see thousands of products protected by the many thicknesses and shapes of paper and paperboard packaging. You'll find paper and paperboard packaging helping keep cooked foods warm, ice cream cold, and eggs and light bulbs

from breaking. It also provides a printable surface for product information, colorful photographs and designs.

Out on the loading docks, another kind of paper is hard at work. Corrugated boxes are the leading choice for shipping all kinds of products, from delicate fruits to heavy appliances. Nine out of 10 manufactured goods are shipped in corrugated containers because they are strong, lightweight, protective and highly adaptable to various types of products and transportation system needs.

As you would expect, the paper industry plays an important role in the U.S. economy. As one of the nation's top 10 manufacturing industries, U.S. paper and allied product companies pay \$29 billion in wages and salaries each year. And America's paper industry annually exports 12 million tons of paper and paperboard products — a \$10 billion key component in America's balance of trade.



Improving tomorrow's environment today.

Today paper is in great demand, yet the supply of trees in the United States is growing. In fact, since the 1950s, commercial forest growth has continually exceeded harvest. Responsible forest management practices and aggressive reforestation programs, developed and adhered to by the paper and forest products industry, have led to our country having more trees today than we had just 50 years ago.

How can we consume more paper, yet have more forest resources? It wouldn't be possible without the strong and continuing commitment to forest stewardship by the paper industry, forest landowners, federal, state and local governments, and individual citizens.



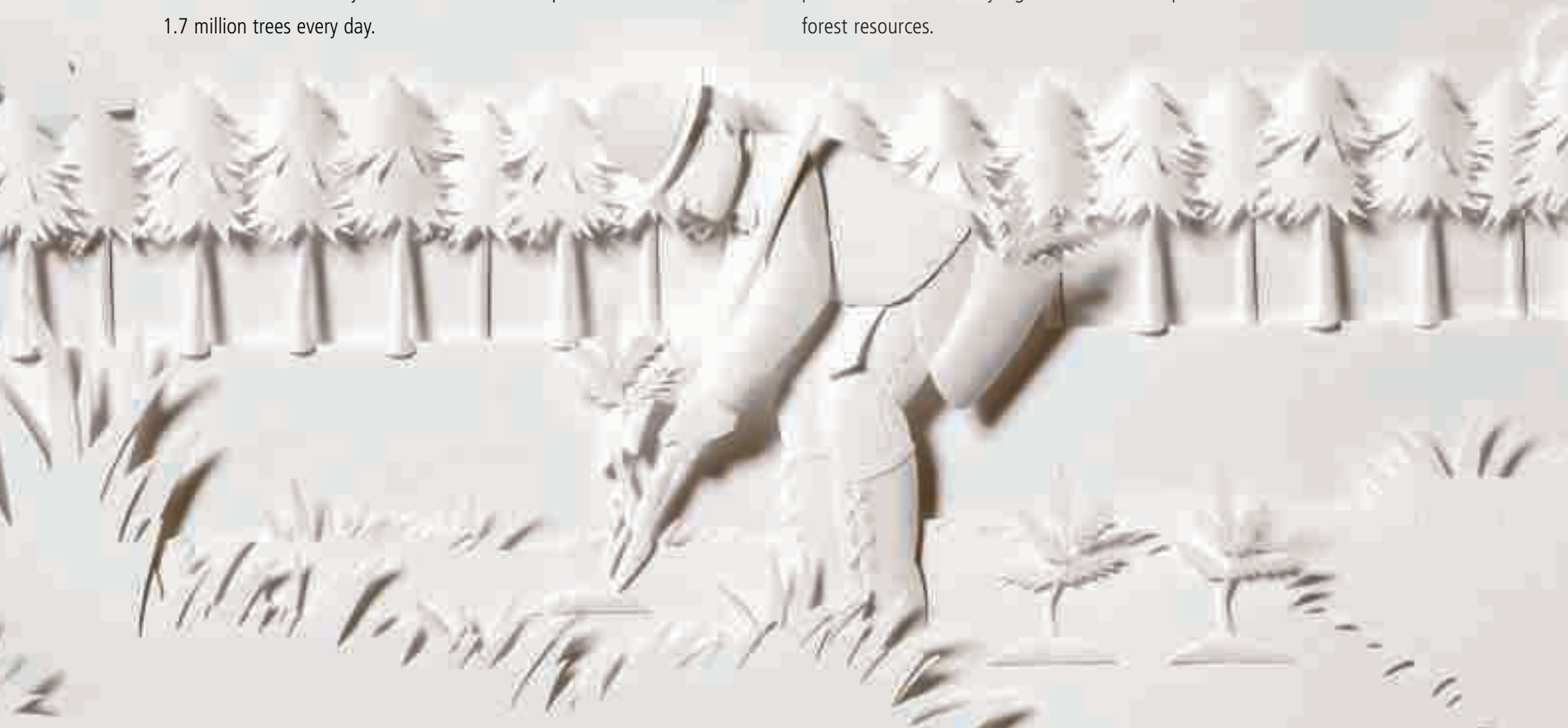
The paper industry's very livelihood depends upon healthy, abundant forest resources because wood is the primary source for many grades of pulp and paper. Fiber from trees is not only needed to produce "virgin" paper products, it's also critical for making paper recyclable over and over again. In fact, 37 percent of the fiber used to make new paper products in the United States comes from recycled sources.

Unlike oil, copper and other raw materials that exist in limited amounts and cannot be replaced, forests are a renewable resource. To make sure that there will always be an abundant supply, the paper industry invests millions of dollars each year in reforestation and plants more than 1.7 million trees every day.

Stewards of the forest, air and water.

In 1995 the American Forest & Paper Association (AF&PA) implemented the Sustainable Forestry Initiative® (SFI) program and made it mandatory for all members. Under the program, loggers, landowners, foresters, and wood and paper producers collectively must meet comprehensive standards. These standards help ensure that forests are managed in an economically, environmentally and socially responsible manner.

The SFI® program helps to ensure long-term forest productivity for future generations, protect water quality, enhance wildlife and fish habitats, protect environmentally significant sites and promote efficient use of forest resources.





Don't trash paper. Recycle it for tomorrow.

There's no question that paper recycling is an important part of the American way of life. More paper is recovered and recycled today than ever before — a total of 49 million tons in 2003. Over the past five years, more paper has been recycled than has been sent to landfills.


Yet, when you consider the tremendous benefit recycling makes to our environment, it's clear that we must all continue to work together to recycle more. After all, every ton of paper that is recovered saves 3.3 cubic yards of landfill space.

Today more paper is recovered for recycling from municipal solid waste streams by weight than all glass, plastic and aluminum combined. However, as successful as we've been, there's always room to do more. Recognizing this, the paper industry has set an ambitious goal to increase paper recovery. By 2012 the paper industry hopes to recover 55 percent of all the paper Americans consume.



One area with a vast, virtually untapped potential for recycling is the workplace. AF&PA is working closely with office buildings, municipalities and schools to encourage office paper recycling. In 2003, AF&PA formed the first of many key partnerships with the U.S. Environmental Protection Agency, Keep America Beautiful, office building owners and local recycling programs to help achieve its 55 percent paper recovery goal.

Recycling is easy to do, and it's good for business and the environment. So next time you read the paper, open your mail, clean out your files or empty a box, don't put that paper and paperboard packaging in the trash. Complete the circle and recycle it. If your office building, school, neighborhood or municipality doesn't offer corrugated, paperboard or paper recycling, contact building management, school or town officials, and get them moving in the right direction.



Paper is as old as time, as new as tomorrow, and remains as important to our lives as the written word.

Over the centuries paper has changed shape, type and content many times, continually reinventing itself to fit the needs of each new generation.

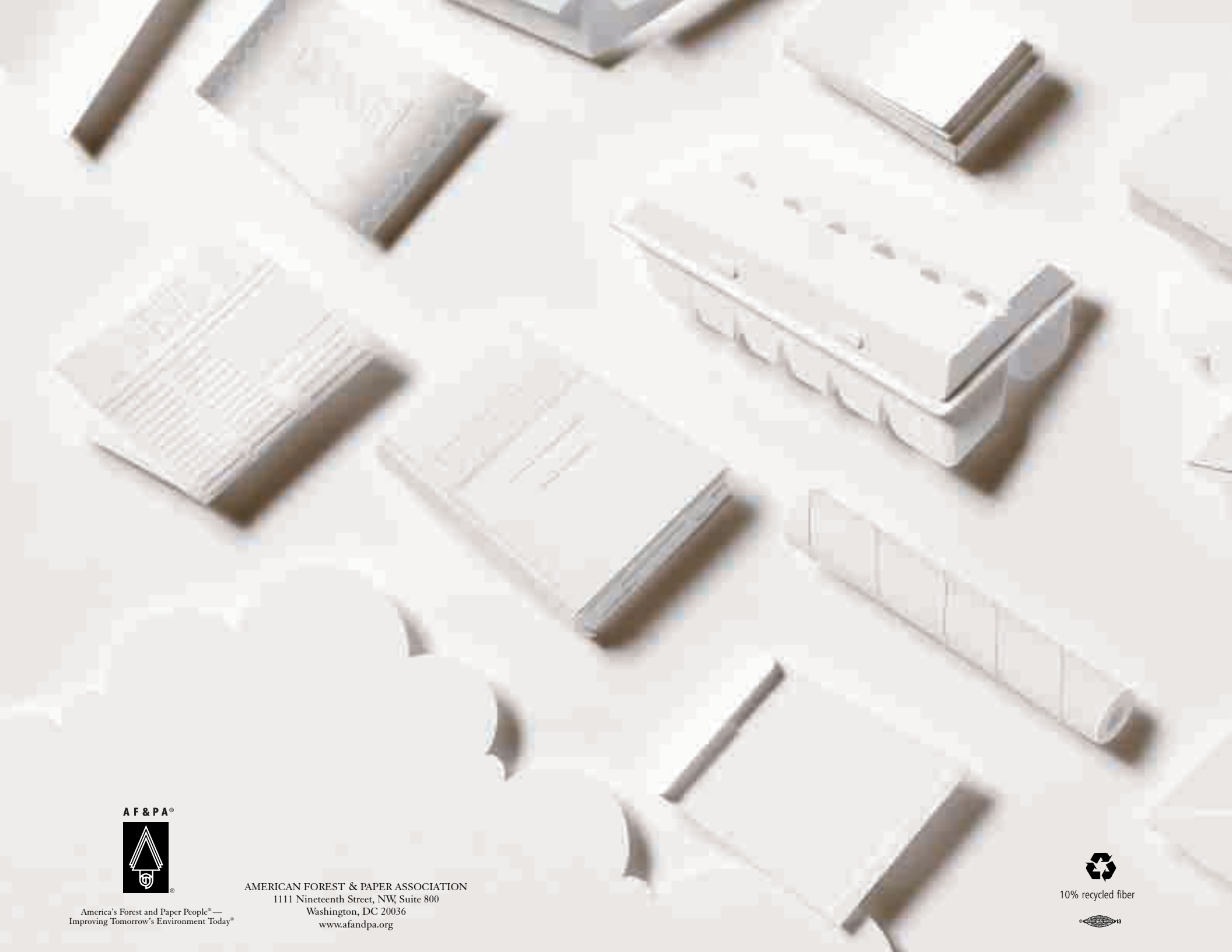
Today our homes, schools, governments and businesses all rely on paper. Even our currency is made with paper. Paper is the first place we jot down an idea or sketch out the next masterpiece. It's the permanent place we record the history of our lives, our nation, our world.

Whatever new ideas and innovations tomorrow brings, the paper industry will be there making the products that make your life better every day while protecting the environment and forests for generations to come.

About AF&PA

The American Forest and Paper Association (AF&PA) is the national trade association of the forest, paper and wood products industry. AF&PA represents more than 200 companies and related associations that engage in or represent the manufacture of pulp, paper, paperboard and wood products.





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America's Forest and Paper People[®] —
Improving Tomorrow's Environment Today[®]

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