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Brilliant colours and sharp print definition

Recycled paper wins over with optimal functionality and less pollution

Recycled paper saves up to 60 per cent of energy and 70 per cent of water compared to primary fibre papers, and it produces less waste and emissions. But surely this means sacrificing printing quality? The Federal Environment Agency's answer is 'no' in its new publication *Papier. Wald und Klima schützen (German)*, which also clears up other misunderstandings on the topic. The publication is an appropriately illustrative example as it has been printed on five different types of recycled paper labelled with the Blue Angel and without the use of petroleum. The 36-page publication goes into extensive detail on the complex topic of paper and the environment. The most important correlations are presented in brief and with clarity. The publisher, the Forum Ecology & Paper (FÖP) and its Swiss partner organisation aim to convince broad-based target groups to use paper wisely and to opt for recycled paper in this attractive guidebook. Jochen Flasbarth expressed thanks to the authors, saying, "This brochure's very appearance is a clear indication of how high-quality print products can also be made in an environmentally and climate-friendly way. It serves as a valuable basis when it comes time to decide on what type of paper to purchase."

The publication is aimed both at end users and multipliers as well as decision-makers in businesses, public authorities and other public institutions. Many practical tips demonstrate how everyone can contribute to protecting the climate and environment through their consumption of paper in everyday life. Examples include the use of hygienic tissue papers made of recycled paper, making double-sided copies or using lower brightness grades of office paper. The five different sorts of recycled paper used to print the publication are examples of different brightness grades, weights and paper surfaces. Brightness grades ranging from the 70s to 90s and weights in the 80-250 g/m² range prove the quality performance of recycled papers: brilliant colours, sharp print definition and warm tones. The publication demonstrates the high quality of printing at today's recycling standards and finally puts an end to the prejudices against it. It illustrates that recycled papers have everything it takes to be viable for the future: optimal functionality and top scores in ecology. Says Flasbarth: "Compared to virgin fibre papers, the production of recycled paper saves up to 60 per cent energy and 70 per cent water. Thanks to

multiple re-use of paper fibres, wood consumption is reduced and relieves the strain on the resource forest. These are good reasons to choose recycled paper over virgin fibre paper!" Readers find out the source countries of the wood used in paper manufacturing and why high levels of paper consumption have an enormous impact on the world's forest ecosystems. Even today primary forests in many regions are being destroyed as a result of logging - people, animals and plants are suffering an irreversible loss of habitat. The brochure gives a detailed overview of the manufacturing stages of paper-making and the most important features of a number of different ecolabels. It makes a case for the Blue Angel as the best buying guide for paper. Finally, readers gain a lot of practical advice on the wise use of paper and how to reduce consumption in everyday life.

The brochure will be issued in Germany, Switzerland, Austria and Liechtenstein. This transnational project was made possible through the cooperation of many institutions, associations and committed businesses. Five "green" printers across Germany shared the job of printing a part of the brochure for free. The project partners will carry out broad-based, targeted distribution of the publication.

The brochure can be ordered free of charge and is available for download at:

<http://www.umweltbundesamt.de/uba-info-medien-e/8156.html>

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