

Another common-sense approach...

Paper and Printing Industries Saving Forests

We were encouraged by the interest shown in last month's *Overnight Lite* story about Copresco's common-sense "green" business practices.

Some people who believed that we will save trees if we stop using paper were amazed at how really green our digital printing process is.

Here are more particulars about this important subject.

Attitude Adjustment

There are a number of initiatives underway to change our country's misconceptions about the paper and printing industries.

By 2012, the paper industry's goal is to recover 60% of all the paper that Americans consume for recycling, which is about 60 million tons of paper.

Slashing Pollution

Using old paper to make new paper uses 30% to 50% less energy than making paper from trees. Pollution is also reduced by 95% when used paper is made into new sheets.

Print Grows Trees

PGAMA, a not-for-profit, graphic communications trade association, has come up with a powerful educational campaign with facts to show that print actually helps grow trees and keeps forests from being sold for development.

Supporting Evidence

The "Print Grows Trees" campaign shows that supporting print on paper gives landowners the financial incentive they need to keep America's woodlands safe from development and managed in a sustainable manner. This contributes many ecosystem benefits such as water, wildlife and carbon sequestration.

The following facts and figures are the courtesy of PGAMA.

Pressure Points

Age, demographics and financial pressures are causing the owners of almost 60% of America's woodlands to sell or transfer their land at an alarming rate. An average of 4,000 acres of forest is being converted to development every day of the year, year after year.

Environmental Benefits

Print paper is made from a renewable resource. Trees can be replanted in places where they were harvested and also in places where they don't currently grow. As much as we love our electronic devices, they don't grow on trees or anywhere else.

Renewable and Reusable

Printed paper can be recycled, recovered and reused. The systems that are in place for these processes are widely available and have become more efficient and sophisticated over the many years they have existed.

High Cost to Toss

In contrast, electronic devices are much more complex and expensive to recycle, recover and reuse due to the toxic nature of many of their components.

The average data center serving our electronic devices consumes the same amount of energy as 25,000 households—every day of the year.

Bioenergy Generation

The process for making print paper in the United States utilizes more than 60% biofuels. Paper mills even use what's left over from the manufacturing process to generate bioenergy on site.

So, you can see that paper companies are saving forests, not destroying them, by diverting waste from landfills, decreasing the overall carbon footprint of paper products and decreasing dependency on coal and other fossil fuels.

Huge Fuel Guzzlers

By contrast, server farms powering computers are the fastest growing users of fossil fuel in the world, and the energy they use doubles every year.

A Much Better Answer

When a book is printed, the energy is used just one time. There's no further environmental cost...forever.

So, when you need on-demand printing, call the company that leads the way in quality, service and common-sense green business practices.

Call Copresco.

Thanksgiving Holiday

Copresco will be closed Thursday, November 25 and Friday, November 26 for Thanksgiving.

<http://www.copresco.com>

(630) 690-2000 • Fax (630) 690-8182

Copresco: Digital On Demand Printing of Books and Manuals

For more printing and paper facts and figures:
<http://www.printgrowstrees.com>

Electronic waste is deadly. Suggestions for responsible reuse and recycling:
<http://www.epa.gov/osw/conserve/materials/ecycling>

An informative source for environmental paper info:
<http://www.conservatree.com>



Digital On-Demand Printing

262 Commonwealth Drive
Carol Stream, IL 60188

Address Correction Requested

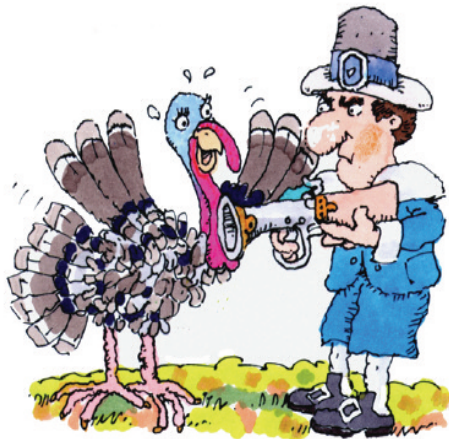
My dad is a surgeon, and I teased him about it on Thanksgiving. "See Dad?" I said as I carved the turkey, "I'd make a pretty good surgeon, too." "If you want to show me what a good surgeon you'd be," he responded, "let's see you put it back together."



I'm going back on my diet. Yesterday I put on my X-jacket, and a helicopter tried to land on my back.



Q. What did the turkey say to the man who tried to shoot it?

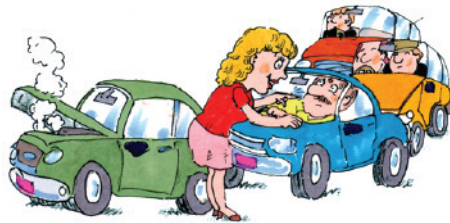


A. Liberty, Equality and Bad aim for all.



A woman had just accepted her boyfriend's marriage proposal and spent all the next morning flashing her new diamond in front of her co-workers. To her frustration, nobody noticed, "My, it sure is getting hot in here!" she finally blurted out. "I think I'll take off my ring!"

While stopped at a red light, Sandra's car engine suddenly died. It was a busy intersection, and traffic was backed up for blocks. The man in the car directly



behind her started honking his horn continuously as Sandra kept trying to get the car to start up. Finally Sandra got out of her car and approached the man. "I can't seem to get my car started," Sandra said, smiling. "Would you be a sweetheart and go and see if you can get it started for me? I'll stay here in your car and lean on your horn for you."



During the holiday season, remember never to mistake endurance for hospitality.



A student was writing a paper on the U.S.-China trade situation. "Dad," she asked, "what factors influenced the balance of trade?" "Well," her father said thoughtfully, "there are changes in exchange rates, tariffs, cultural differences, savings versus consumption, competitive advantages, economic recessions, local government intervention..." "Look, Dad," the girl interrupted, "if you don't know, just say so."



Experience: what you get when you don't get what you want.

A turkey farmer was always experimenting with breeding to perfect a better turkey. His family was fond of the leg portion for dinner, and there were never enough legs for everyone. After many frustrating attempts, the farmer was relating the results of his efforts to his friends at the general store get-together. "Well I finally did it! I bred a turkey that has six legs!" They all asked how it tasted. "I don't know," said the farmer. "I never could catch the darn thing!"



I've found that prayers work best when you have big players.—Knut Rockne



Q. Why is psychoanalysis a lot quicker for men than it is for women?

A. When it's time to be taken back to his childhood, he's already there.



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