

# revive<sup>™</sup> **5** reasons why...

## 1. FSC and PEFC are good, recycled is even better

Many environmental groups support forest certification, such as FSC and PEFC. However, they recommend reducing reliance on virgin fibre as a better option. This includes maximising the recycled fibre content of products.<sup>1</sup>

## 2. Recycled paper = less waste to landfill = less greenhouse gas

Dumping paper in a landfill site is a waste of resources and contributes to climate change. Waste paper emits methane (a powerful greenhouse gas) as it breaks down. In Europe an average of 42% of municipal waste is sent to landfill.<sup>2</sup> Using recycled paper reduces the amount of paper waste that is sent to landfill.<sup>3</sup>

## 3. Producing recycled pulp has a lower environmental impact

The production of recycled pulp from waste paper uses less water, less energy and causes less pollution than producing virgin fibre pulp from trees.<sup>4</sup>

## 4. Using recycled paper is a simple, strong statement



The 'mobius loop' logo can be freely used on recycled paper (the percentage figure in the centre indicates the recycled content). Even if they're not experts, most people know that recycled paper is good for the environment. In comparison, on average only 25% of people recognise the FSC logo.<sup>5</sup>

## 5. revive is the most trusted brand of recycled paper

The broad range, choice of recycled content and FSC certification has made revive the preferred choice for many customers. In the UK, 40% of blue chip companies choose revive for their annual report.<sup>6</sup>

### Sources

1. NGO Common Vision for Transforming the European Paper Industry. 2. European Environment Agency. 3. Paper Chain: Paper and Cardboard Recycling Greenhouse Gas Benefits Explained. 4. WRAP: Chemical Use in the Production of Recycled Paper; WRAP: Is Recycled Paper Environmentally Better than Virgin Paper?. 5. WRAP: Environmental Benefits of Recycling; IPPC Reference Document on Best Available Techniques in the Pulp & Paper Industry. 6. FSC Market Info Pack 2009. 6. Robert Home Group survey.