

# SUSTAINABILITY

## FAST FACTS

**95%**

of Australian households  
**RECYCLE**  
their paper  
products  
ABS, 2012

There are two sides to paper and you should feel confident about using it. Paper is made from renewable resources, it is recyclable and reusable. Paper and print industry's environmental credentials offer Australian companies one of the most sustainable ways to communicate.

- > Australia's planted forests doubled in size from one million hectares in 1994 to two million hectares in 2010 (TSA, 2014).
- > E-billing isn't saving companies as much as they think. Natur-Energi saved 42.8% using paper billing over e-billing (VoPP, 2014)
- > Reading news online for 30 minutes consumes 20% more carbon than reading a traditional newspaper (The Swedish Royal Institute of Technology, 2012).
- > 95% of Australian households recycle or reuse their paper products decreasing landfill (ABS, 2012).
- > 90% of deforestation is caused by unsustainable agricultural practices (VoPP, 2014).
- > Australia's forests absorb more greenhouse gases from the atmosphere than they release and therefore help to offset Australia's contribution to global greenhouse gas emissions (Australia's State of the Forests Report, 2008).
- > Paper has one of the lowest carbon footprints on the planet with the industry only accounting for 1.1% of global greenhouse emissions. (World Resources Institute, 2009).



PRINT



DESIGN



SIGNAGE



MARKETING