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# Ready to Bust Some Myths?

Print and Paper have a great environmental story to tell!  
Check out these facts and visit [www.twosides.us](http://www.twosides.us)  
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## TWO SIDES U.S. Ecographic

1. In the United States,  
**we grow more trees than we harvest.**  
(USDA Forest Service, 2010)



2. Over the last 50 years,  
the **volume of trees growing on U.S. forestland increased 49%.**  
(Society of American Foresters, 2007)



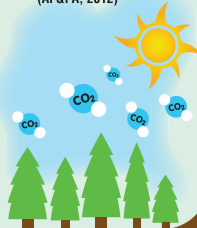
3. In 2012,  
**over 65%**  
of the **paper used in the United States was recovered for recycling.**  
(AF&PA, 2013)



4. The print, paper & mail value chain supports **8.4 million U.S. jobs.**  
(EMA Job Study, 2013)



5. The forest products industry is a leader in the production of **renewable energy.**  
(AF&PA, 2012)



6. The income landowners receive for products grown on their land encourages them to **maintain, renew & manage this valuable resource sustainably.**  
(WBCSD & NCASI, 2005)



7. **Greenwash:** the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.  
(Terrachoice, 2007)



8. Marketers should not make broad, unqualified general environmental benefit claims like **'green' or 'eco-friendly'** ????????

Broad claims are difficult to substantiate, if not impossible.  
(US FTC, Summary of the Green Guides)



9. The environmental impact of electronic products & services replacing paper is important & **must not be ignored.**  
(P. Arnfalk, 2010)



10. **87% of Americans** polled say the main reason companies want to shift customers to electronic delivery is to **save money, not to be environmentally responsible.**  
(Infotrends, 2013)



This Ecographic was made possible through the support of the following Two Sides members:



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