



# PHONE DIRECTORIES

## SUSTAINABILITY FACTS & FIGURES

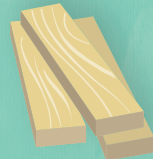
### FIBER FOR PAPER

Directory paper is made out of manufacturing waste that is diverted from landfills.



#### Ikea

Ikea sells its sawmill waste like sawdust and pulp to the paper industry as part of its sustainability program.<sup>3</sup>



#### Catalyst

In British Columbia where Catalyst Paper operates under accredited standards,<sup>1</sup> forests are harvested for solid lumber products so only sawmill waste is converted into paper and boiler fuels.<sup>2</sup>



#### National Council for Air & Stream Improvement

"Directory paper contains fiber primarily derived from 'residual chips,' a by-product of sawmills using wood from sustainably managed forests."<sup>4</sup>

1. Catalyst Paper, the largest supplier of directory paper, is accredited to chain of custody standards developed by the Forest Stewardship Council (FSC), the Programme for the Endorsement of Forest Certification (PEFC) and the Sustainable Forestry Initiative (SFI).

2. Local Search Association 2014 Sustainability Report.

### PAPER USE REDUCTION

Since 2007, paper use for directories has been reduced by:

OVER  
**70%**<sup>5</sup>

### RECYCLING RATE

Before 2010, the EPA split directory recycling numbers into two categories. The EPA now reports one total number.

The EPA's latest figures report a recycling rate of:

**67%**

for newspapers & mechanical papers including directories<sup>5</sup>



16% Textiles  
40% Consumer Electronics  
34% US Average

3. Gizmodo: Inside Ikea's Globe-Spanning Project to Make Solid Wood Furniture — Feb 16, 2015.

4. National Council for Air and Stream Improvement, Inc. (NCASI), 2010. 5. Pulp and Paper Products Council 2014.

5. EPA Municipal Solid Waste Tables and Figures for 2013 — released June 2015.