

Why so much focus on paper? Does it really mean that much?

According to an AIGA report citing the American Forest and Paper Association, the average American uses more than 748 pounds of paper annually. Waste paper is America's single largest export by weight. It takes about 68 million trees every year to create the catalogs and mail solicitations we receive annually, nearly half of which wind up unopened in the trash. Paper manufacturing is the third largest user of fossil fuels and the world's largest user of water per pound of product produced. If all of the world's people consumed paper as Americans do, we would need four times the world's available paper-related resources.