





# Separating the facts from fiction

“ There aren’t many industries around that can aspire to becoming genuinely sustainable. The paper industry, however, is one of them; it is inherently sustainable.”

Jonathon Porritt, Co-Founder,  
Forum for the Future, January 2016

When it comes to the sustainability of Print and Paper, it’s important to separate verifiable facts from opinion and misleading information.

This booklet is designed to provide you with relevant and balanced information – to help you make an informed choice.

City Images is committed to the responsible use and recycling of all our paper based materials, and would like to provide our clients with verifiable information on why Print and Paper is an attractive, practical and sustainable communications medium.

---

**Myth** European forests are shrinking

**Fact** European forests have been growing by over 1,500 football pitches every day

The major concern regarding deforestation stems from hardwood forests. This is a concern, where rainforests are cut-down for timber and to make way for agriculture. Paper, however, is not made from hardwoods.

In Northern Europe, where almost all ancient forests are protected, paper comes from managed semi-natural forests where the cycle of planting, growing and logging is carefully controlled.



“Forests  
play an important role in the  
conservation of biological diversity. **The area  
of protected forests in Europe increased by around half  
a million hectares annually between 2000 and 2010.** Half of  
the protected forests are managed for conservation of biodiversity.”

EEA, The European Environment  
—State and Outlook, 2015



Paper is made from wood, a truly renewable and sustainable resource.

Forest certification ensures wood comes from well managed forests.



The potential supply of certified forest products increased by about 30% between 2007 and 2013.<sup>1</sup>

Responsible wood, pulp and paper production ensures healthy growing forests.

**Myth** Paper is bad for the environment

**Fact** Paper is one of the few truly sustainable products

Paper is based on wood, a natural and renewable material.

As trees from sustainable forests are used for paper production, new trees are planted to replace them. Furthermore, younger trees absorb more CO<sub>2</sub> than older trees.

As a wood product, paper also continues to store carbon throughout its lifetime, and therefore is renewable.

Forests play an important role in mitigating climate change by absorbing carbon from the atmosphere. Europe's forests store almost 80 billion tonnes of carbon in their biomass. The stock of carbon in forest biomass has increased by around 3 billion tonnes since 1990. This means that forests absorb around 7% of the annual greenhouse gas emissions from the region.<sup>2</sup>



**Myth** Paper production is a major cause of global greenhouse gas emissions

**Fact 1** Most of the energy used is renewable and carbon intensity is surprisingly low

**Fact 2** Just 100 companies are responsible for 71% of global emissions

CDP Carbon Majors Report 2017

The European pulp and paper industry produces original bio-based products using wood, a renewable material. It is also the biggest single industrial user and producer of renewable energy in the EU: 56% of the industry's total primary annual energy consumption is biomass-based.<sup>3</sup>

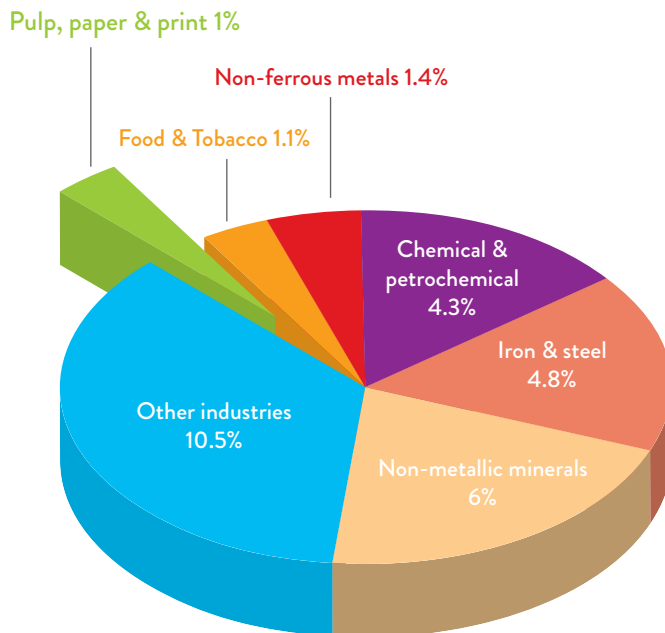
The industry has the potential to do even more in the future. It has the experience, technology and supply chain to play a big part in the bioeconomy.





The Pulp, Paper and Print sector is one of the lowest industrial greenhouse gas emitters.

Manufacturing industries account for 29% of global greenhouse gas emissions. Pulp, paper and print account for just 1%\*.



\*Ecofys 2013

“ Some paper grades such as newsprint and packaging materials utilise up to 100% recycled fibre. However, due to high quality requirements, paper for recycling is not suitable for use in all paper grades, such as fine paper. Even though fine paper is seldom made from recycled fibres, it is itself an excellent and important source of raw material in the paper recycling process. ”

EURO-GRAPH,  
Paper and Environment Brochure

**Collecting paper for recycling,  
ensuring fibres remain available for  
remanufacture, is key to sustainability.**

- When buying paper, whether recycled paper or virgin paper, ensure that it is made with wood from sustainably managed forests
- Virgin fibre grades are needed to continue the cycle
- Recycled fibres degrade after several uses

Myth

Only recycled paper should be used

Fact

Virgin fibres from sustainably managed forests are needed to maintain the paper cycle

Without new fibres, from new trees, the paper cycle cannot be maintained. Recycled fibres degrade after several uses and the paper industry needs fresh fibre from responsibly managed forests to keep the renewable cycle going.

Europe is the world leader when it comes to recycling paper. **72% of our paper is now recycled.**

Recycled paper can be used in some grades more than others. For example, newsprint is usually made with 100% recycled fibre. High grade graphical papers, however, have a lower utilisation rate, around 12%, but when recycled, inject the cycle with virgin fibres.

The paper making process really is a sustainable cycle. Recycled fibres are used as effectively as possible, whilst new fibres are constantly brought in to replenish and maintain the process.



**Myth** Print and paper is a wasteful product

**Fact** Paper is one of the most recycled products in the world

The European paper industry is a leading recycler and, with local collecting systems improving, will increase its recycling rates even further.

In some regions, recycling rates range from 70- 75%, which is likely the practical maximum recycling rate. <sup>4</sup>

Paper is recycled, on average, 3.5 times a year in Europe, while over 50% of the raw material for Europe's paper industry is paper for recycling.

Paper cannot be recycled indefinitely as fibres get too short and worn out to be useful in creating a new sheet of paper. More importantly, the production cannot be based on 100% recycled fibre as 100% of consumption cannot be collected and as Europe is also a global net exporter of paper which is consumed and collected outside of Europe. The cycle must therefore constantly be refilled with new fibres.





An illustration of a computer monitor on a desk. The monitor screen displays text about e-waste. To the right of the monitor is a power strip with a power cord plugged into it. The desk is dark grey with a white keyboard. The background is light green with silhouettes of evergreen trees at the bottom.

Each year, the electronic industry - one of the world's largest and fastest growing - generates up to 41 million tonnes of e-waste.

United Nations Environment Programme (UNEP), 2015

## Myth

Electronic communication  
is more environmentally friendly

## Fact

Electronic communication  
has substantial  
environmental impacts

"If compared with the electricity demand of countries in the same year, the cloud would rank 6th in the world, with demand expected to increase 63% by 2020."

Greenpeace, 2014

At current energy use levels, computers will use more electricity than the entire world can generate by 2040.

Semiconductor Industry Association  
Call to Action Report 2015

Data Centres in 2016 required 416.2 terawatt hours of electricity, significantly higher than the UK's total consumption of about 300 terawatt hours.

"Go Paperless," "Go Green" and "Save Trees" are common messages seen these days as many organisations encourage their customers to switch to electronic transactions and communications. But are these appeals based on fact?

These sort of messages give the impression that electronic communication is more environmentally friendly than traditional paper based communication. But it is very difficult to make such a statement without considering the full lifetime of those different mediums.

As has been discussed throughout this booklet, paper is a uniquely renewable and sustainable product. The main raw material, wood, is grown and harvested in a carefully controlled and sustainable way - so sustainable, in fact, that European forests, where most of the raw material comes from, have grown by an area the size of Switzerland in just 10 years.<sup>5</sup>



**Myth** Print is a declining media

**Fact** Printed media is growing

84% of people believe that they understand and can retain or use information much better when they read print on paper.<sup>6</sup>

Contrary to public opinion, the print industry has been growing year-on-year since 2010.

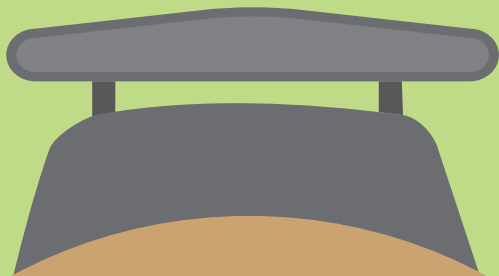
#### Advertising in Print

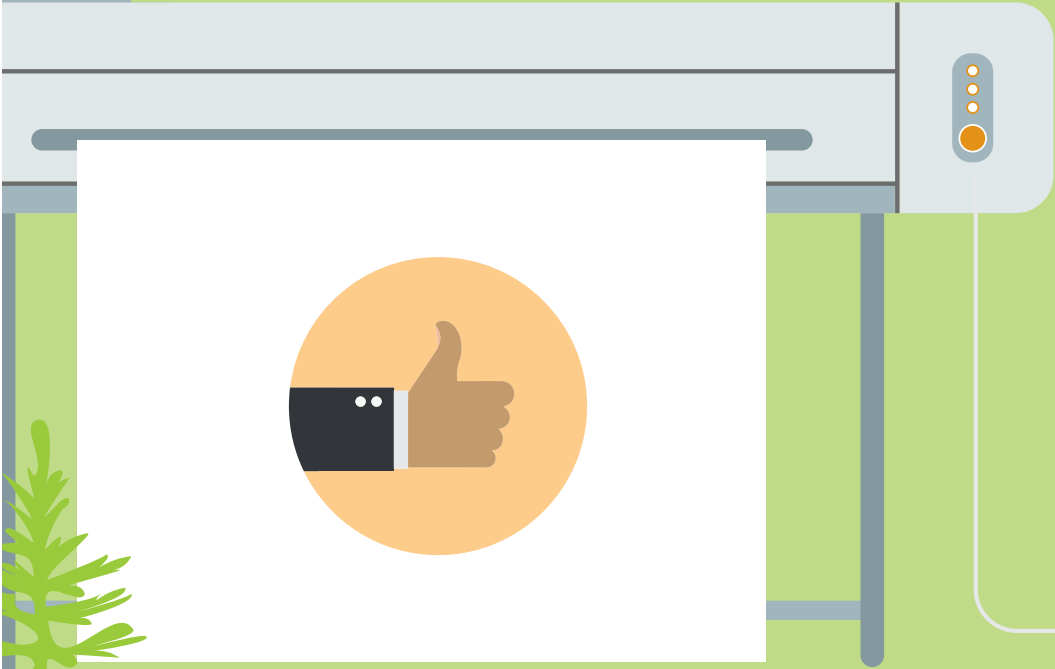
The internet has become the top-ranked media in terms of share (41.2%). Printed media is second (29.9%) and whilst printed media has been under threat from the internet, the latest Advertising Association/ Warc Expenditure report reveals that advertising expenditure for print grew 8.1% on 2015, 4.4% in 2016, and 3.2% in 2017.

Print has a great ROI. It can have a lasting impact and message, is highly effective to communicate easily and quickly, and can have a longer life-span than any other form of advertising media.









## Myth Printing is environmentally unfriendly

## Fact Modern printers are greener than ever

With advances in modern printing presses, the environmental impact of using print media is far less than you might think.

In the past, conventional litho inks were petroleum-based and used with alcohol-based solvents to help the drying process. Nowadays in the UK, nearly all litho inks are vegetable oil based, and use no solvents whatsoever.

Large format printers commonly use aqueous inks (water based ink), and where solvents are used, they are nearly always eco-solvent, using glycol esters.

With digital printing, there has also been a huge reduction in waste too, you only print the quantity that is required for the job, and furthermore, there are no printing plates needed.

The power required to run printing presses has also reduced dramatically. Large and small format digital printers for example, often run off a 13amp, single phase, 240v power supply, the same power supply we use in our homes.





# City Images' Environmental Credentials\*

Our printing services are predominantly digital, which has no requirement for printing plates, and also reduces waste paper.

Nearly all of our small format papers and boards are FSC approved. Please see [www.fsc-uk.org](http://www.fsc-uk.org) for further information.

All of our materials are UK supplied, conforming to all EU regulations.

All of our inks are supplied by the manufacturers themselves, and again are supplied only from within the EU. We do not use any inks that contain heavy metals or hazardous chemicals.

When purchasing plant, City Images considers environmental issues as a major factor in its purchasing decision, and where possible, we select equipment that has the least environmental impact.

We are constantly sourcing material that improve on any environmental credentials. Some of our recent stock items that improve on their replacements are; Display 'foamboard' that is 100% recyclable; non-PVC based vinyl, pulp boards that can be printed directly onto. Just let us know if you would like us to show you some alternatives to materials that you currently use.

\*Please see our Sustainability Policy booklet for full details of our policies.



# Sources

1. UNECE, 2015. Forests in the ECE Region
2. EGA, The European Environment. State Outlook, 2015
3. CEPI Sustainability Report, 2013
4. International Council of Forest and Paper Association, 2015 Statement on Paper Recycling
5. Two Sides, 2016. FAO Data briefing document forest growth
6. Two Sides and Toluna, 2015



**Camden**

23-27 Kings Terrace  
NW1 0JP  
020 7874 1900

**Mayfair**

8 Avery Row  
W1K 4AL  
020 7495 0421

[cityimages.co.uk](http://cityimages.co.uk)

