

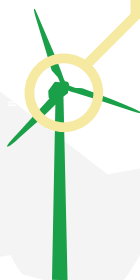


**ONLY 11% OF CUT FOREST TREES**  
are used by the paper industry



60% of the power used to produce paper in the U.S. is supplied by

**ON-SITE RENEWABLE ENERGY SOURCES**



A. Citizen  
111 Main Street  
San Mateo, CA 94402

**JUNK MAIL**  
is green too



70% of today's ads and direct mail are printed on recycled paper

**51.5 MILLION TONS OF PAPER WAS RECOVERED FROM RECYCLING IN 2010**  
Enough to fill the Empire State building 124 times

**FACT:**

There are more forests in the U.S. today than there were 50 years ago



**THE PAPER INDUSTRY**  
Plants three times more trees than it cuts

**FACT:**

Reading a newspaper instead of online news produces 20% less CO<sup>2</sup>

An average person wastes 2.4X more electricity powering a single computer than on the energy used to produce the paper they use in a year

To address climate change,  
**WE MUST USE MORE WOOD NOT LESS**

**GREENPEACE**  
Dr. Patrick Moore, Co-founder

*3.5 million jobs in the United States*  
**DEPEND ON ADVERTISING MAIL**

**DIRECT MAIL**

brings in

**78%**

of donations for non-profits



U.S. ADVERTISERS SPEND \$167 PER PERSON ON DIRECT MAIL TO EARN \$2,095 WORTH OF GOODS SOLD

**A 1,300% RETURN**



You will read this 10-30% **FASTER ON PAPER**

**FROM 2004**

**DIRECT MAIL MARKETING RESPONSE RATES**



**UP 14%**



**EMAIL MARKETING RESPONSE RATES**

**DOWN 57%**

**96%**

of news reading is still in print

**87.1 Billion** monthly printed page views



**FORESTRY IS THE MOST SUSTAINABLE**  
of all new energy and materials industries

**80% OF HOUSEHOLDS**

**READ OR BROWSE THEIR ADVERTISING MAIL**



LET'S TALK ABOUT TOMATOES. IF PEOPLE DIDN'T BUY THEM, GROWERS WOULD NOT PLANT THEM. PRETTY SOON THERE WOULDN'T BE ANY. ON THE OTHER HAND, IF TOMATOES SOLD OUT IN TWO WEEKS, GROWERS WOULD PLANT MORE NEXT YEAR. IT'S THE SAME WITH TREES. EIGHTY-FIVE PERCENT OF THE TIMBER CONSUMED IN THE UNITED STATES GROWS ON PRIVATE LAND. GROWERS ARE PLANTING MORE THAN EVER BEFORE BECAUSE WOOD IS VERY POPULAR. BUT IF FOR SOME REASON CONSUMERS STOPPED BUYING WOOD GROWERS WOULD STOP PLANTING TREES AND START PLANTING WHAT CONSUMERS WANTED. MILLIONS OF ACRES OF FORESTLAND WOULD BE CONVERTED TO SOME OTHER PURPOSE TO THE CONSIDERABLE DETRIMENT OF OUR ENVIRONMENT. IT IS PRECISELY BECAUSE WE USE SO MUCH WOOD THAT WE HAVE SO MUCH FOREST."(2003)

Patrick Moore, P.h.D. Forest Ecologist and Greenpeace Co-Founder

## PRODIGYPRESS

PRODIGYPRESS STRIVES TO SOURCE 100% OF ITS PAPER IN THE UNITED STATES UNDER THE SUSTAINABLE FORESTRY INITIATIVE  
PRINTED ON 100% POST-CONSUMER RECYCLED PAPER

