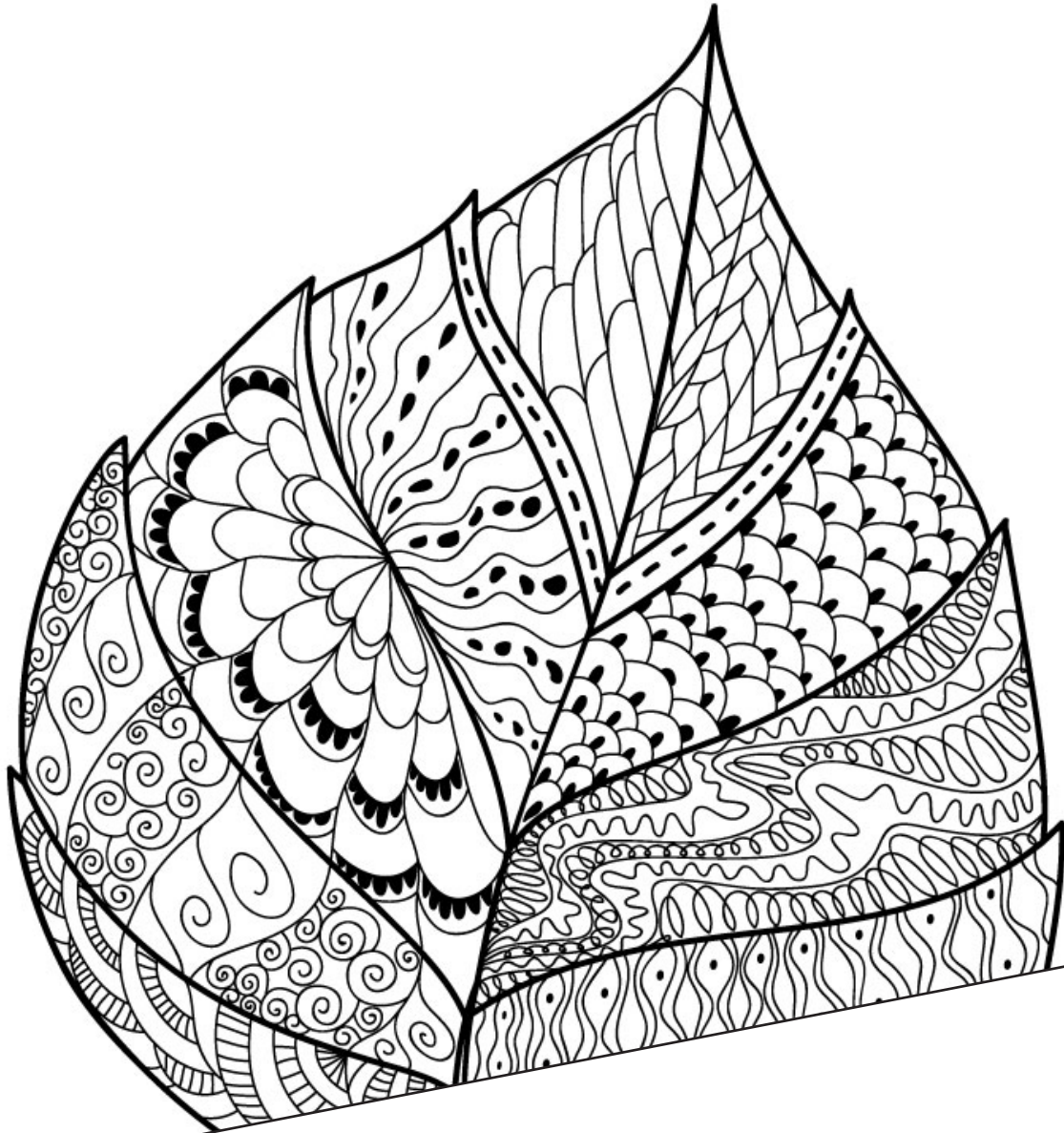




Life of the Forest

Paper
for
Life.

TM



INTERNATIONAL  PAPER

HAMMERMILL.

Paper is one of the most sustainable products on earth.

You may be thinking that the advent of the digital age and less paper use is good for the environment. In reality, the opposite is true. Paper is one of the most sustainable products on earth.

The even better news is this: paper production has created a culture of responsible forest stewardship and sustainability. Demand for paper, packaging and other forest products provides an economic incentive for landowners to grow, harvest and regenerate forests for continuous, sustainable use.

As a global leader in paper manufacturing and a thought leader in responsible forestry practices, the Hammermill® brand has a responsibility to future generations. All Hammermill paper is made in the United States and sourced from responsibly managed forests. Make sure to look for the FSC® or SFI® label to buy sustainable paper.

We created this coloring book not only to enlighten you to some remarkable facts about paper production, but also to celebrate the role paper plays in our everyday lives.

We hope the thoughts and pictures on the following pages will take you on a journey of learning, creativity and simple enjoyment.*



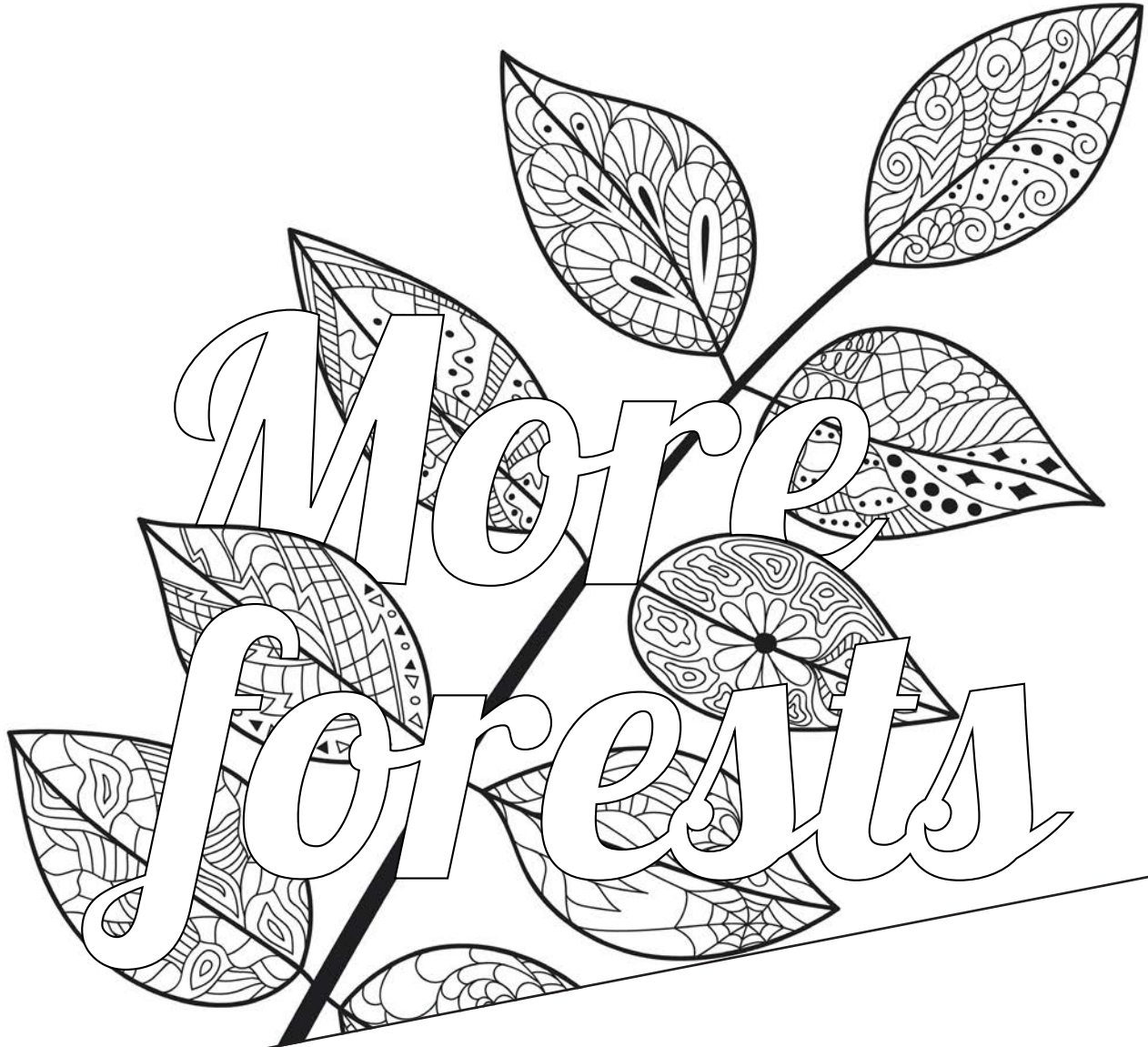
SUSTAINABLE
FORESTRY
INITIATIVE

SFI-00006



FSC
www.fsc.org
FSC® C014708

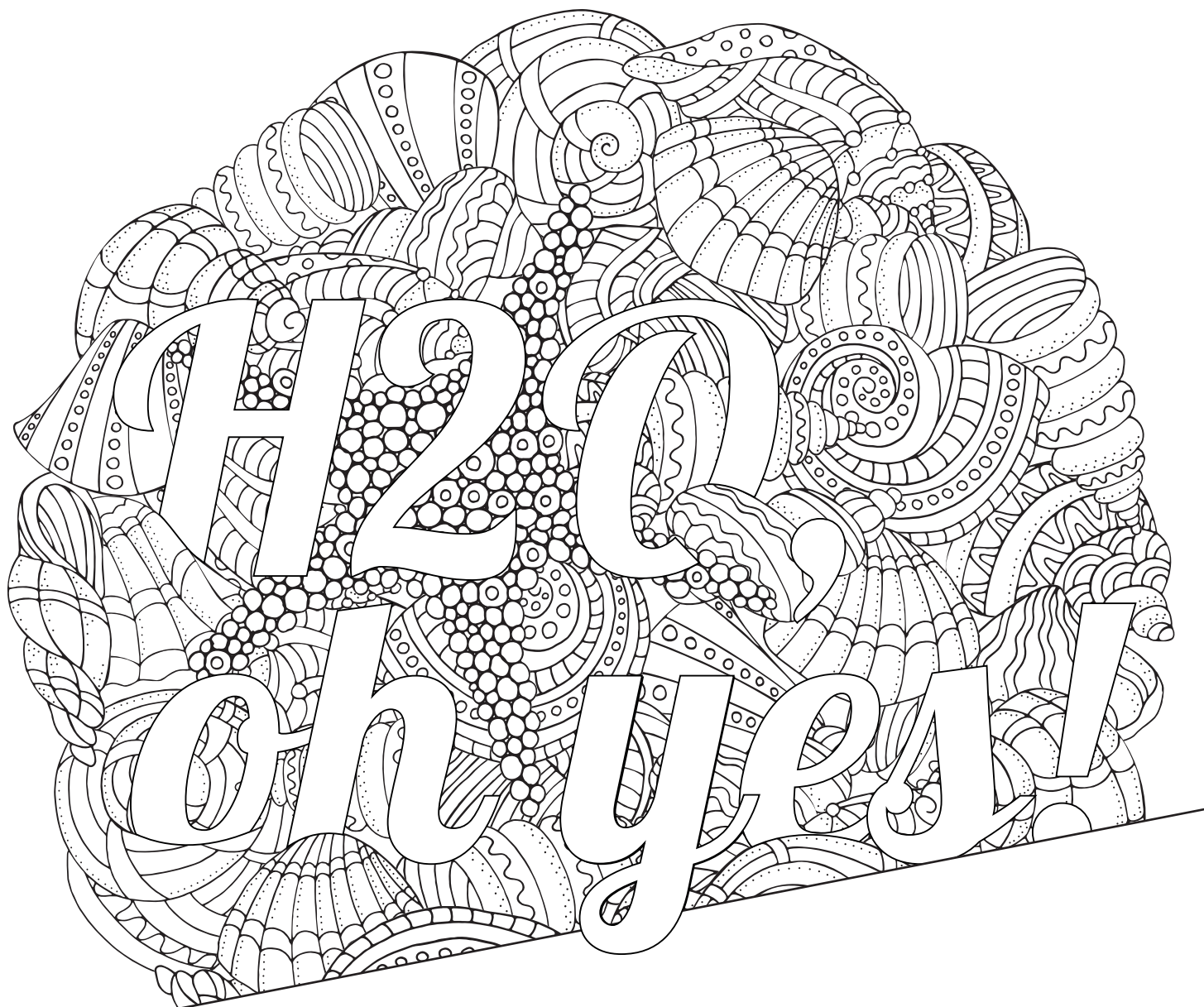
The mark of
responsible forestry



Over the past 60 years, forest area in the United States has increased by over 3%, and the number of trees on timberland has grown by 58%.*

*<http://www.twosidesna.org/US/Thirty-Leading-North-American-Companies-Remove-Go-Paperless--Save-Trees-Claims>





Water is a critical element of the paper manufacturing cycle. Water is used up to 10 times before returning as much as 93% back into the environment after treatment, with the remaining amount evaporating.*

* International Paper Company Overview 2015

B.M. (n.d.). GENERAL ANALYSIS OF WATER RECYCLE AT PULP AND PAPER MILLS.





Paper is made from trees—a renewable resource that can be planted and replanted. What may surprise you, however, is the fact that every year, North American forests grow twice as much wood than is harvested.*

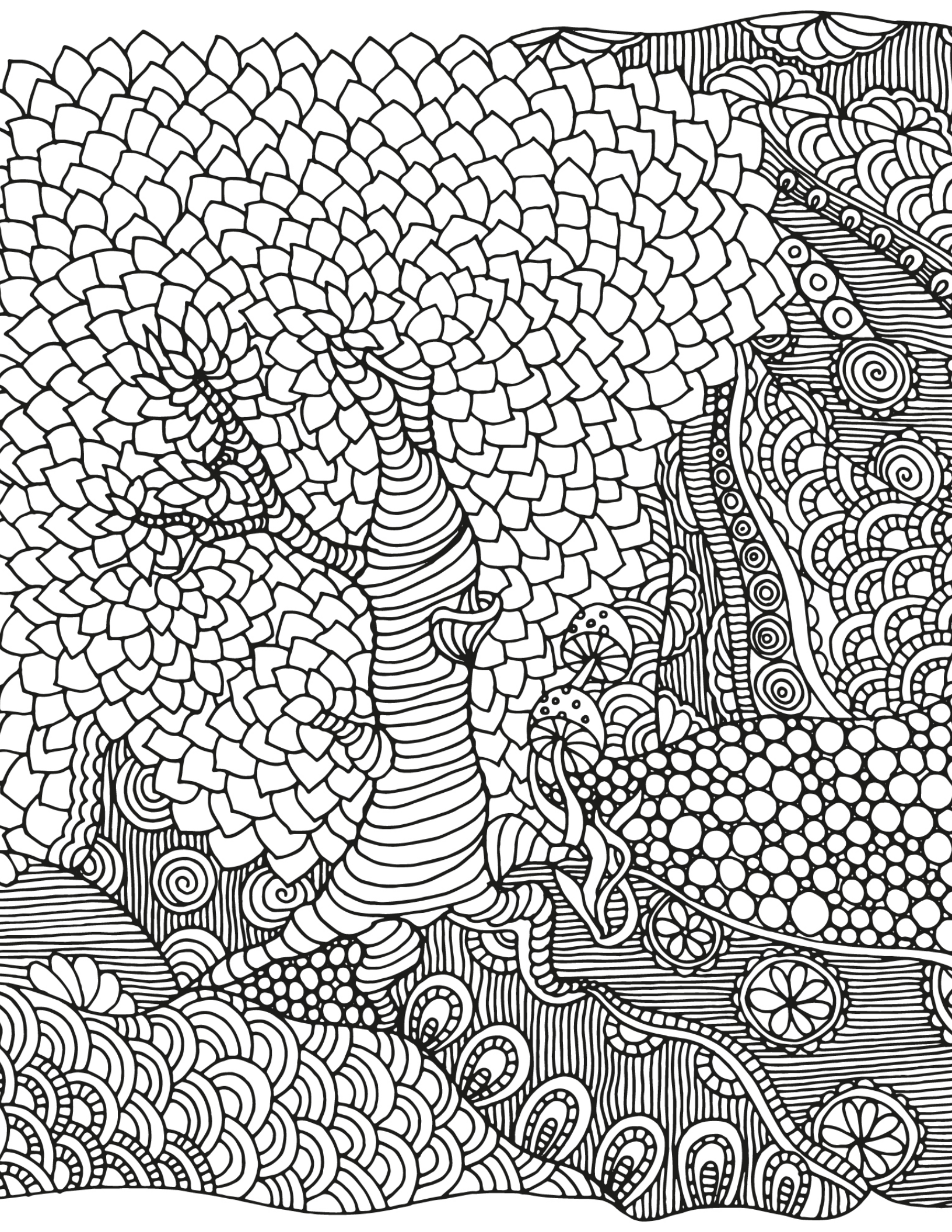
*<http://www.woodworks.org/wp-content/uploads/IS-Forestry.pdf>





Paper is made from a renewable resource (wood) that removes carbon dioxide from the atmosphere. Better yet, it is manufactured using mostly (70%) renewable energy and is recyclable. Yay, paper!*

*<http://www.twosidesna.org/includes/files/upload/files/Much%20of%20the%20energy%20used%20for%20papermaking%20is%20renewable%20and%20the%20carbon%20footprint%20is%20surprisingly%20low-%202021-10-1.pdf>





Most recycled material

We've got other recycled materials beat. With recovery rates of up to 73% in North America, paper is one of the most recycled materials in the world today. That's compared with 28% and 9% for glass and plastic, respectively.*

*<http://www.twosidesna.org/includes/files/upload/files/Paper%20is%20one%20of%20the%20most%20recycled%20products%20March%202016%20v3.pdf>





Working forests are forests that are sustainably managed for timber harvests. Unlike farms and other agricultural spaces, working forests contribute to clean air, clean water, animal habitat, and cultural and recreational benefits.*

* World Resources Institute: <http://www.wri.org/publication/forests-work>





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