



Recycled paper benefits calculator.

Take a minute to calculate the benefits of specifying papers with post-consumer recycled content. This will enable you to make more informed paper decisions while also showing others the real impacts of ecologically-responsible choices. It's simple; all you need is: **1.** Total cartons of paper (based on stock sheet size). **2.** Number of sheets per carton. **3.** M weight (weight per thousand sheets) for the sheet size of the paper ordered (see your paper swatchbook). **4.** Percent of post-consumer recycled content.

Paper specified.

mill: _____ paper name: _____ color: _____

weight: _____ lb. cover text other: _____

finish: _____ press sheet size: _____ X _____

(i.e. vellum, laid, etc.) (i.e. 25" x 38", etc.)

no. of cartons	X	sheets per carton	X	M weight
<input type="text"/>		<input type="text"/>		<input type="text"/>
<small>(weight per 1000 carton sheets)</small>				
÷ 1000 =	<input type="text"/>	X	<input type="text"/>	as decimal <small>(i.e. 50%=.50)</small>
<small>pounds of paper</small>		<small>post-consumer content</small>		
<small>pounds of post-consumer paper</small>	=	<input type="text"/>	÷ 2000 pounds per ton =	<input type="text"/>
			<small>total tons specified</small>	

Benefits.

trees saved:	<input type="text"/>	X 24 trees per ton =	<input type="text"/>
	<small>total tons specified</small>		<small>trees</small>
landfill space saved:	<input type="text"/>	X 3 cubic yards per ton =	<input type="text"/>
	<small>total tons specified</small>		<small>cubic yards</small>
air pollution avoided:	<input type="text"/>	X 58 pounds per ton =	<input type="text"/>
	<small>total tons specified</small>		<small>pounds</small>

Source: *Recycled Papers: The Essential Guide*, 1992, Thompson, Claudia G., The MIT Press, Massachusetts



Online resources.

Eco-design tools.

LCA links. Life cycle assessment tools.
life-cycle.org

Re-nourish. Nutrients for the graphic design community.
re-nourish.com

SPC (Sustainable Packaging Coalition). Packaging industry working group.
sustainablepackaging.org

ODO (Organic Design Operatives). Reconnecting people with nature by design.
themightyodo.com

Eco-designers.

Celery Design. California-based design firm specializing in green design.
celerydesign.com

Conscious Creative. San Francisco's premiere Green Certified creative agency.
consciouscreative.com

Digital Hive. Powerful marketing communications for progressive enterprises.
digitalhive.biz

ODO (Organic Design Operatives). Reconnecting people with nature by design.
themightyodo.com

o2-USA/Upper Midwest. A worldwide network of eco-minded designers.
o2umw.org

The Moderns. Their "idea circle" approach is designed to create holistic solutions.
themoderns.com/eco.html

Education.

MCAD (Minneapolis College of Art and Design). Sustainable design courses online.
mcad.edu

News/organizations.

GreenBiz. Source for green business news
greenbiz.com

Green Blue. Stimulating the creative redesign of industry to create opportunities for implementing sustainability.
greenblue.or

Sustainablebusiness.com. Products and services for society and the planet.
sustainablebusiness.com

The Natural Step. A framework for sustainable development.
naturalstep.org

Treehugger. Dedicated to all things both modern and environmentally responsible.
treehugger.com

Paper & ink.

Conservatree. One-stop source for information on environmental papers.
conservatree.org

Recycling Symbols. Recycling symbols defined and demystified.
earthodyssey.com/symbols.html

Ecoenvelopes. Reusable envelopes.
ecoenvelopes.com

Hazardous Inks. Listings of Pantone colors that contain potentially hazardous levels of heavy metals.
re-nourish.com/sustain/index.php?blog=3

Printing.

Great Printers. They go beyond compliance with environmental, health and safety requirements to reduce waste and pollution in day-to-day printing plant operations.
pimn.org/environment/greatprinter.htm

Ecoprint. 100% Carbon Neutral and 100% Wind Powered!
ecoprint.com

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