

# Local company leads with recycled paper



DRG Stationery Limited Marketing Manager Terry Haines displays samples from the company's Futura product line. Every Futura product is composed from 100 per cent recycled paper. The Georgetown company is the first in North America to offer 100 per cent recycled products. (Herald photo)

If you use DRG Stationery Company products, then you could be using the same paper up to seven times.

DRG Stationery in Georgetown is the first company in North America to offer 100 per cent recycled stationery products.

Sixty per cent of the product line, Futura, is compiled from post-consumer waste which includes office newsletters and computer paper. The remaining 40 per cent is categorized as pre-consumer waste which includes the envelopes and printer paper trimmings. Thus, the paper products completely utilize recycled fibres without the adding of new paper products.

DRG is far ahead of the federal government's regulations regarding recycled paper, insists Terry Haines, DRG Marketing Manager. The government stipulates paper products must incorporate at least 50 per cent of recycled paper plus five per cent post-consumer paper products.

The delicate sorting and gathering processes and a lack of paper mills willing to recycle to DRG's unique requirements has created some cost increase, admits Mr. Haines. Although the Futura products cost in excess of 20 per cent more than regular paper products, he firmly believes the consumer is willing to pay extra to act responsibly toward the environment.

Not only will educated consumers be willing to pay a little more for 100 per cent recycled paper, they will be proud to use the light grey paper to prove they are doing their part to protect the environment, insists Mr. Haines. Since the recycled paper is not bleached, small ink spots appear on pages from time to time. That doesn't mean lesser quality paper,

said Mr. Haines, but rather a trademark of environmental responsibility. The Futura product line is for those people who care enough to pay now than pay much more later, he added.

As a result of extensive research, DRG set up a 100 per cent recycled paper target. About 400 million tonnes in paper is generated in Canada annually, explained Mr. Haines, adding that for each tonne recycled, 300 million cubic metres of landfill space is saved. The positive effects of 100 per cent recycled paper is creating 75 per cent less pollution, 35 per cent less water pollution and 65 per cent less energy waste, Mr. Haines further noted. "Every tonne recycled saves 17 trees," he said.

During the April Canadian Office Products Association trade show, the DRG Futura Products stunned all the competitors, said Mr. Haines. Everyone else came out with the standard 50 per cent government regulation recycled products, he added. Refusing to let the competitors in on the process, DRG will not reveal the name or location of the Canadian mill will-

ing to hazard the difficult processes required for 100 per cent recycled paper, said Mr. Haines. "It's a big business to gather and sort this waste," he said.

Currently, the Futura product line is only available in Georgetown at GSS Office Supplies and Office Magic, both on Guelph Street in Georgetown. Several massive marketing companies are testing the product line, however, Georgetown is not among the areas now being tested.

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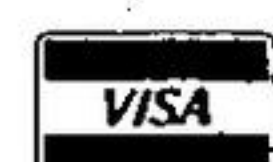


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