

RECYCLED PAPER

News

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Bank of America aims to reduce virgin fiber demand

Bank of America, the nation's largest retail bank and one of the world's largest consumers of paper products, has devised a new paper procurement policy that reduces impacts on the world's forest ecosystems and promotes sustainable forestry practices, the company said.

"Maintaining the ecological health of forests is a key factor in sustaining the cultures, local communities and economies relying on this resource," said Greg Taylor, supply chain management executive. "This new policy expands on Bank of America's heritage of environmental stewardship to address climate change, biodiversity and conservation of natural systems."

In addition to simply encouraging best practices that protect endangered forests, the new policy has teeth and aligns with the bank's forest practices lending policy, Taylor said.

"Suppliers of paper products to the bank must remain in compliance with applicable laws and regulations governing timber harvesting and ensure their third party suppliers also comply with applicable laws and regulations," he said.

The new procurement policy has three primary goals:

- Source Reduction and Recycling.

(See Bank of America, page 10)

Handbags made from recycled candy wrappers

With a growing trend in eco-friendly fashion, Ecoist has launched its new line of colorful one-of-a-kind handbags made from recycled candy wrappers. The company said it has planted an additional 400 trees through its commitment to environmental preservation.

Through its partnership with organizations like Trees for the Future and American Forests, Ecoist plants a tree for every bag that it sells. These well-established organizations plant trees in Mexico, India, Haiti and the U.S. among other countries.

"By creating durable, stylish and trendy products that are made from recycled or organic materials, we hope to increase the demand for eco-friendly fashion and create a positive impact on our earth," said Jonathan Marcoschamer, one of the company's co-founders. "We believe that it's not only our human responsibility to preserve the environment, but that there is a real business opportunity in developing sustainable products."

By selling their products through trendy boutiques and gift stores, the company hopes to attract and educate consumers on the importance of the earth's preservation. Having begun only nine months ago, Ecoist has already been featured on *Good Morning America*, *Elle Magazine* and *Women's Wear Daily*, and currently sells its products in more than 115 retail stores in the U.S., including Fred Segal in LA, Takashimaya in New York and Simon's and Green in Miami.

(See Handbags, page 11)



Ecoist handbags are made from recycled candy wrappers, food packages, and soda labels. Ecoist plants a tree for every bag sold.

Milwaukee joins Remix magazine, catalog recycling program

The city of Milwaukee and Waukesha County, Wisc. have joined the ReMix partnership for recycling magazines and catalogs.

The partnership was created by national partners that include the National Recycling Coalition (NRC), Time Inc., International Paper and recyclers FCR and Recycle America Alliance (RAA). Locally, the partnership will include Quad/Graphics as well as the City of Milwaukee and Waukesha County.

Building on the area's strong record of recycling and high magazine readership, the ReMix - Recy-

cling Magazines is Excellent - campaign is designed to inform residents that they can easily include magazines and catalogs with their other paper recycling. By doing so, they will divert magazines and catalogs from landfills and provide signifi-

(See ReMix, page 11)

Inside:

- ❶ Scrap paper exchange not on NYBOT agenda
- ❷ New scrap paper grade targets stickies in shredded paper

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