

# PRIINT

# MATTERS

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## Paper tops recycling list

*Editor's note:* This essay, reprinted with permission here, originally appeared in "Paper Because: 28 Collected Essays," published by Domtar in 2012. Domtar is one of North America's largest integrated manufacturers and marketers of paper.



Ask someone what the Mobius loop is, and you'll probably get a blank stare. But show them a symbol formed by three arrows making a triangle, and you'll be hard pressed to find anyone who can't tell you it's the logo for recycling.

This instant "brand recognition" could earn recycling an award for the most successful awareness campaign in recordable history. Modern society has seen the merits of this core environmental principal, and its mass acceptance has helped make paper one of the most recycled products on the planet.

In fact, nearly 64% of paper used in the U.S. was recovered for recycling in 2010 according to the American Forest & Paper Association. This was more than any other material: only 35% of metal, 27% of glass and 8% of plastic is recycled, according to the EPA. Meanwhile, in Canada, 66% of paper used domestically was recovered and recycled in 2009 according to The Forest Products Association of Canada. Just think, all this paper is being given a new lease on life and not going into the world's already brimming landfills.

### Easy and effective

There are a lot of reasons why this is the case, and they start at the very beginning of the product life cycle. The most common raw material used to make paper is trees, a natural resource that regenerates itself or can be regenerated through plantings. And, contrary to what many say and believe, North America's forests remain prolific. In fact, the overall area of forestland today in the United States is nearly identical to what it was over a century ago. Part of the reason for this is the increased adoption of sound forest management practices, because for every tree harvested in a managed forest, several more are replanted or are naturally regenerated in its place. A kind of recycling at the source, if you will.



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At the manufacturing level, modern papermaking practices ensure that no part of the wood harvested goes to waste. What isn't used in actual paper production is transformed into energy that fuels the process. Domtar, for example, is 75% energy self-sufficient thanks to co-generation facilities at most of its locations that use renewable fuels like spent cooking liquors and bark (aka biomass) to produce steam and electricity used by its mills.

Initiatives like these undertaken by Domtar and other manufacturers, in combination with the sector's commitment to responsibly managing forests and other resources, have helped make forestry, paper and packaging among the most sustainable industries in existence.

### Positive impact

While industry is doing its part to reduce the environmental impact of paper production, and governments are encouraging recycling programs, probably the biggest reason for the grassroots appeal and success of this phenomenon is that anyone can make a genuine impact. As a consumer or end user, you can choose to use papers that contain recycled fiber, paper that comes from responsibly managed forests — or both! Also, you can be faithful about tossing your office paper, mail, used magazines, newspapers, packaging or other paper products into the recycling bin.

With the average person using over 200 pounds of printing and writing paper every year, you can make a real difference for the environment by keeping your paper waste out of landfills. In other words, it's in your power to contribute to the ongoing revolution of the Mobius loop! 

## Wood type museum losing its home

Hamilton Wood Type & Printing Museum is searching for a new home.

The museum, which maintains the world's largest collection of wood type, has been instructed to vacate its site in Two Rivers, Wis. by April 2013 or possibly sooner because their tenant is closing its location. Museum supporters are trying to raise the \$250,000 they'll need for packing and moving; additional money will be needed for a new building.

Interest in the museum skyrocketed in 2009 after it was featured in the documentary "Typeface." The film illustrated letter type's role in American history, along with the artistry and relevance of letter type today. The documentary became the focal point of community gatherings and grassroots events throughout the world.

Today, the museum offers a hands-on look at its extensive collection: 1.5 million pieces of wood type. The museum also has a collection of advertising cuts from

the 1930s through the 1970s, along with the equipment to make wood type and print with it.

The museum's collection is from Two Rivers' Hamilton Manufacturing Co., which was the largest wood type producer in the U.S. "While we're disappointed we have to move, the overwhelming support of the Hamilton family around the globe has convinced me we'll be a stronger museum," Museum Director Jim Moran said. "We have to move forward."

As of late November, the museum had raised about \$100,000. Even if the fund-raising goal isn't met, it will find a way to operate. "We're going to continue one way or another."

The museum has been invited to locations out of state, but its staff is firm on remaining in Two Rivers. For more information, visit <http://woodtype.org> or find Hamilton Wood Type Museum on Facebook.



# One on one

JPA profile: Todd Butcher, bindery helper and utility worker  
Number of years with JPA: 9 years

**Why he loves JPA:** “It’s a small company, and you know everybody,” Butcher said. “The people here are nice to work with, and you’re not doing the same thing every day.”

**Family life:** Butcher and his wife, Diana Butcher, have been married for 26 years. The couple has two daughters, Megan



Todd, Megan, Holly and Diana Butcher



Holly and Joslin

and Holly, along with a granddaughter named Joslin, now 5 months old. Butcher’s daughters and granddaughter still live at home, so Joslin is surrounded by loving family members who are eager to hold her. Butcher said he values his time with his wife and daughters. “The oldest and I go bowling together once a week,” Butcher said. “And we all like to go to stockcar races in the summertime.”

**Hobbies:** Butcher, 50, has enjoyed bowling since he was 10.

“My highest game is 289,” said Butcher, who competes in tournaments whenever possible. Another long-time passion for Butcher is farming. He grew up on a farm and has fond memories of working alongside his father and learning from him. Today Butcher helps an area farmer with his corn and soybean crops. In fact, if Butcher were not in the printing industry, there’s a good chance he would be a farmer himself and planting his own fields. “I’d be out there all of the time if I could,” Butcher said.

**One cool fact:** When Megan and Holly were girls, both took gymnastics classes and competed regularly in tumbling. “Diana and I used to travel all over with them,” Butcher recalled. Those family road trips included drives throughout Illinois, along with visits to Ohio, Florida, Iowa, Michigan, Oklahoma and Kansas City. Butcher said he enjoyed the trips, but there was little time for sightseeing. “We’d just get there and get to the place where we tumbled,” he said. Butcher said he would love to do more traveling in the future. “I’d really like to go out to Colorado some time,” he said. 



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## RECIPE

### The Corn Salad

Combine the following: 1 can small white corn, 14 ¾ ounces, drained; 1 can French-style green beans, drained; 1 can small peas, drained; 1 cup chopped green pepper; 1 cup chopped celery; 1 cup chopped onion. Set aside.

Add to a pan: 1 cup sugar; ¾ cup vinegar; ½ cup oil; 1 teaspoon salt; 1 teaspoon pepper.

Bring to a boil and cool. Pour over vegetables. Chill in refrigerator before serving. Salad lasts up to one week.

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