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In defense of print

Editor's note: Welcome to the first edition of the revised JPA newsletter. We chose the name *Print Matters* because we fervently believe that it does. We will be covering topics pertinent to this issue in the coming months, so please stay tuned.

Most people think that reading information online vs. reading printed materials is better for the environment. However, that is not a safe assumption.

In reality, both means of producing information utilize the earth's resources. Determining which method is better for the environment is a highly complex, scientific affair that involves weighing a ton of factors that go into each process. Both processes can be analyzed from manufacture to distribution to use and disposal, taking into account the use of energy, water and natural resources along the way. There are factors involved that you might not have even considered, like how long you read, the type of energy you use in your home, and even how much gas you use when you drive to the store to purchase reading materials.

Obviously, we don't have the space for that type of analysis here. To be quite honest, the purpose of this article is to give you some good information you can use to refute the prevailing notion that printed materials are far worse for the environment than information that is read online.

1. Let's start with the trees. People love to claim "you're killing all the trees," but let's look at the facts. In Europe and North America, trees are grown on tree farms — paper manufacturers are not destroying large swaths of wilderness. For every tree that is harvested in a managed forest, several more are planted. Consider these stats:

- There are 12 million more acres of U.S. forest land than 20 years ago; and
- Four million trees are planted every day in the U.S.; 1.7 million of these by the wood and paper industries.
- Nearly 60 percent of paper used in the U.S. was recovered for recycling in 2008.

2. Now let's look at computers. And we'll admit from the start that computers are used in the process of making printed materials. However, the arguments below are valid in an arena where folks are arguing that Web-based reading has no impact on the environment.

As noted above, paper is a renewable resource, whereas many of the materials used to make computers are scarce, not to mention hazardous. And look at these numbers:

- 63 million computers were disposed of in 2005, generating 3 billion pounds of e-waste;



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Simple steps you can take

- **Reduce your margins from 1.25 to 0.75.** This saves 4.75 percent of the page, or about 1.14 trees per ton of paper. (*New Page Corp./Washington Post*)
- **Turn off your computer.** Seventy percent of computer energy usage occurs outside of office hours. (*New Page Corp./DssW [UK company]*)
- **Unplug your appliances.** Seventy-five percent of the electricity used in homes is used to power electronics that are off. (*New Page Corp./U.S. Department of Energy*)

A 2009 SWEDISH STUDY SHOWED THAT THE ENVIRONMENTAL IMPACT WAS THE SAME WHEN READING A NEWSPAPER FOR 30 MINUTES ONLINE VS. READING A PRINTED EDITION.



- Less than 20 percent of electronic items are recycled;
- Electronic waste represents 25 percent of the total waste in the U.S.; and
- Seventy percent of the toxic waste in U.S. landfills is from electronic waste.

One of the problems with computers is that they are a complex waste product with not enough value to support responsible recycling. A good deal of computer waste is shipped to foreign countries with lax standards, so the waste ends up having a horrible impact on human health and the environment.

3. And what about energy use? Yes, a lot of energy is used to produce paper. But let it be noted that 56 percent of the fuel the industry uses comes from wood waste, whereas 90 percent of the power used by the electronics industry comes straight off the grid.

Further, the annual growth of energy consumption at U.S. Web data centers is 24 percent. Internet use has exploded, and the data centers (so-called “server farms”) that support this system use massive amounts of energy. From 2000 to 2005, electricity use by data centers doubled, and of course this growth will continue at a rapid pace for some time. And if you feel that you’re being inundated with spam e-mails, you are correct:

- Sixty-two trillion spam e-mails are sent every year, contributing greenhouse gases equivalent to 2 billion gallons of gasoline.

4. Printers are going green. Printers are taking all sorts of measures to green up their operations — everything from the power they use to refining manufactur-


ing processes to recycling waste. They are recycling solvents, paper waste and aluminum. They are improving processes to reduce spillage and waste. They are using vegetable-based inks vs. the old petroleum-based inks. And the list goes on.

Naturally, since this newsletter is produced by Johnson Press of America, it should be mentioned that we have taken our green commitment very seriously, and we have implemented dozens of new programs to reduce our



environmental impact. For example, we have made a considerable investment in our heating and cooling system, which reduced our natural gas use by 80 percent. For a full list of our green measures, please visit www.jpapontiac.com.

5. One final fact to report. A 2009 study done in Sweden compared the environmental impact of reading a newspaper for 30 minutes online vs. reading a printed edition. The environmental impact was the same in both cases.

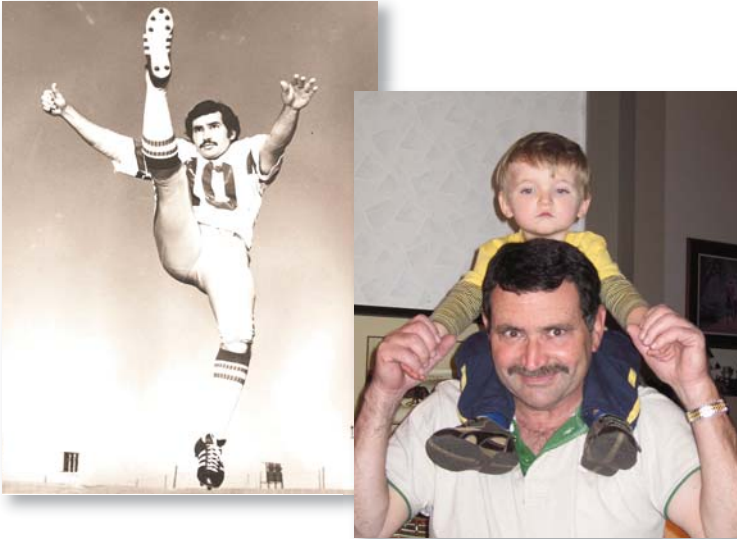
At least now you’ll have some solid facts to share in defense of our magazine publishing industry that is so often maligned. Education is, after all, the best remedy for those who are misinformed. 

One on one

JPA profile: Duane Carrell, sales representative

Number of years with JPA: 9

Why he loves JPA: “Mostly the people who work here; they’re really on top of things. When you ask them to do something, they do it. Also, they all take an interest in what you’re doing, what businesses you’re working on. It’s been different than any other place I’ve worked. It’s a very nice situation.”



Family life: “Gloria and I have been married for 35 years. Our sons are 33, 31 and 27 — Todd, Tony and Drew. Todd has a 20-month-old son named Dominic.”

Hobbies: “I’ve been playing with model trains for 50 years. I have a layout in my garage that is 17 feet long and 5 feet wide. I enjoy building scenes, including mountains, tunnels, streams and buildings.

“I’ve been doing Civil War re-enacting for four years; my wife had been trying to gently persuade me to join her (she likes the hooped skirts). The main purpose of it is to educate citizens on how people lived back then and the issues they faced. It really gives you a good feel for how the troops maneuvered and what it was like to be in the midst of a battle.”

One cool fact: “I was a punter in the NFL for four years. In my first game for the Dallas Cowboys, I remember thinking, ‘I don’t believe I’m standing here in Texas stadium doing this. It was a very neat experience, but the pressure was intense all the time and there was no job security. You were only as good as your last game.

“Roger Staubach was about the most straight arrow individual you would ever meet. He was an exceptional person. And Tom Landry. I remember when I met him I thought, ‘This must be something like being in the presence of God.’ You knew who he was and you respected the heck out of him. It was quite an honor to play for the guy. He came to my wedding, which really thrilled me.”

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RECIPE

Duane’s Favorite Huevos Rancheros (Ranch Eggs)

- 1 tbsp. butter
- 2 tbsp. minced onion
- 1 8 oz. can tomato sauce
- 1 small can minced green chiles
- 1/2 cup cubed cheddar or monterrey jack cheese
- 4-6 eggs

Put the butter in the frying pan over heat. Add onion, tomato sauce, chiles and cheese. Simmer until the cheese melts. Break 4 to 6 eggs into this mixture (as for poaching), and then cover and cook gently, until the eggs set to desired firmness. Serve with tossed salad and corn bread for a tasty brunch!

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