

Recycled Products

Company:

BPM, Inc.
(Peshtigo, Wisconsin)
www.bpmpaper.com

Product:

Envirographic 100 paper

Recycled content:

100-percent post-consumer recycled paper

Target market:

General consumer/business/industrial paper consumers

Made from 100-percent post-consumer mixed office waste paper, entirely collected in North America, the Envirographic 100 line of paper is going for the green crown. The paper is certified by the Forest Stewardship Council and the Sustainable Forestry Initiative. It's also 100-percent chlorine-free, and the facility that makes it has been recognized for its energy efficiency at least three times over, including by the U.S. Department of Energy.

According to the company that makes the paper, BPM, Inc., using 40 cartons of the stock – instead of a virgin paper equivalent – saves 24 trees, as well as 11,848 gallons of water and 720 pounds of solid waste.

Even though it is entirely recycled paper stock, it is still a very high-quality paper, and is produced up to an industry-standard white brightness of up to 92. Also, it is available in eight standard colors, with custom colors available. The paper comes in all types of stocks: from copy paper for the general or office consumer, to roll stock, folio sheets, envelope stock and even book publishing paper. The envelope stock is even U.S. Postal Service Automation Compliance Tested Approved.

The Envirographic 100 paper comes in a wide variety of stocks and weights. The copy paper is available in cut sizes of 8.5 by 11, 8.5 by 14 and 11 by 17 inches; basis weights of 20, 24, 28 and 32 pounds; and brightness of White 88 or White 92.



Company:

bentley B
(Portland, Oregon)
www.bentleyb.com

Product:

Dog vintage t-shirts

Recycled content:

100-percent reused t-shirts

Target market:

Four-legged hipsters

Inspired by the attention her five-pound chorki (a Yorkie-Chihuahua mix), Bentley, received when wearing her hand-sewn re-purposed vintage t-shirts, Cara Bergeson [full disclosure: Cara is the publisher and conference manager of Resource Recycling, Inc.] decided to offer them to the rest of the dog world. At least to those canines that weigh 25 pounds, or less.

The vintage t-shirts that make up Bentley B's collection ("where fashion goes to the dogs") are all 100-percent reused – purchased from thrift or vintage stores and on eBay – and then cut, and sewn, by hand. Each shirt is one-of-a-kind, with the most popular are shirts featuring bands like the Beatles and the Rolling Stones, and "anything superhero" – Wonder Woman, Spider-Man, Batman or Superman. Dur-



ing big sporting events, like the Super Bowl, there are many special requests (which Bentley B takes and fulfills) for different sports teams. The Steelers and Green Bay Packers shirts sold quickly this last winter.

The vintage t-shirts are available both online and at dog boutiques around the country.

Company:

Marcal
(Elmwood Park, New Jersey)
www.marcalsteps.com

Product:

Consumer paper products

Recycled content:

100-percent recycled paper

Target market:

General consumer

Marcal hopes that its line of "Small Steps" paper towels, bath tissues, facial tissue and napkins prove it's possible to create consumer products that are eco-friendly, as well as affordable and effective.

The line of paper products made from 100-percent recycled paper (minimum 60-percent post-consumer) are designed to be an improvement on past versions of paper towels, bath tissue, facial tissue and napkins made from recycled fiber. The two-ply bath tissue is designed to be soft, and its paper towels "stronger-when-wet."

The improvements in the products come from advances in production and processing methods, according to the company. Marcal also says they're cheaper than other paper goods made from 100-percent recycled paper, even lower priced as some made from virgin fibers. The company notes only about 2 percent of household goods purchased by U.S. households are made from 100-percent recycled paper.

