

The 411 on

UNWANTED PHONE BOOKS

The problem is bigger than just an annoyance on our doorstep.



That's about **14 FOOTBALL FIELDS** WORTH OF FOREST EVERY SINGLE DAY²

Virgin paper production FOR PHONE BOOKS IN THE U.S. USES AN ESTIMATED **4,680,000 TREES** ANNUALLY¹

40%

On average, only 40% of the paper content of telephone directories is post-consumer recycled material.³



650,000 TONS OF PHONE BOOKS WERE DELIVERED TO DOORSTEPS ACROSS THE U.S. IN 2009

But with more and more people using the Internet to find information, many of these phone books go unused.

That's more than THE WEIGHT OF **12 TITANICS**

NEARLY 2/3 OF PHONE BOOKS (**410,000 TONS**)⁴ were sent to landfills or waste combustion facilities in 2009

ONLY 37% OF PHONE BOOKS (**240,000 TONS**) WERE RECYCLED IN 2009

That's roughly THE WEIGHT OF **100,000 ELEPHANTS**

RECYCLING

DISPOSAL

EACH YEAR, COLLECTING, RECYCLING, AND DISPOSING OF THESE PHONEBOOKS COSTS ABOUT **\$60 MILLION** NATIONWIDE⁵

That's enough to buy **100 NEW FIRE TRUCKS** EVERY YEAR TO PROTECT OUR COMMUNITIES!⁶

BUT IT DOESN'T HAVE TO BE THIS WAY!

YOU CAN TAKE ACTION NOW TO FIX THIS PROBLEM!

These days, the information we need is often just a click away. Yet many of us still receive phone books automatically, even if we don't need them.

REDUCING PAPER WASTE FROM PHONE BOOKS IS EASY AND CONVENIENT:



- ✓ Use online search resources instead of paper phone books
- ✓ Use opt-out services to stop receiving unneeded phone books (see below)



TO STOP RECEIVING UNWANTED PHONE BOOKS:

- 👉 If you live in the U.S., Catalog Choice lets you opt out of junk mail and phone books for free. Visit <http://www.catalogchoice.org/signup> to set up an account and select your preferences.
- 👉 Yellow Pages Opt Out is the phone book industry's free opt-out service. Visit www.yellowpagesoptout.com to register.

¹ One ton of groundwood paper uses approximately 12 trees. Source: conservatree.org/learn/EnviroIssues/TreeStats.shtml (accessed Sept 10, 2013).

² Assuming an average of 700 trees per acre of forest. Source: sustainability.tufts.edu/carbon-sequestration (accessed Sept 10, 2013).

³ Source: www.campaignforrecycling.org/our_issues/phone_books (accessed Sept 10, 2013).

⁴ Source: www.epa.gov/epawaste/nonhaz/municipal/pubs/msw2009rpt.pdf (accessed Sept 10, 2013).

⁵ As estimated by the Product Stewardship Institute based on the following: \$50-\$75/ton average cost to collect, transport, and recycle phone books; and \$75-\$100/ton to collect, transport, and dispose (through landfilling or waste combustion) of phone books. These data are estimated based on conversations with PSI government solid waste members.

⁶ Assuming \$600,000 per new fire truck.