

SUSTAINABLE PAPER SOLUTIONS SUCCESS STORY

**HOUSTON
ZOO**



The Houston Zoo is made up of many moving parts. They have over 6,000 permanent residents (their animals) for whom they provide housing, meals, medical care and, yes, even education! There are over 2 million guests each year who come to experience their incredible variety of

animals and ecosystems, as well as attend special private and public events and entertainment. Their dedicated staff works around the clock to ensure that the Zoo is always running smoothly for the safety and well being of their residents and guests. Paper is manufactured from trees and trees are important habitat for many animals. The Zoo has stepped up its use of recycled-content paper, and is actively encouraging their guests to do the same. Starting with this issue, their Wildlife magazine is now printed on 100% post-consumer waste recycled paper! The Houston Zoo mission is to provide a fun, unique, and inspirational experience fostering appreciation, knowledge, and care for the natural world.

“As a zoo-based conservation organization, the Houston Zoo is always looking for ways to have minimal impact on our environment. We are excited to use a 100% post-consumer waste (made in the USA), coated paper in our Member magazine. The quality is excellent, and better yet, great to the environment!”

- Megan Farias
Sr. Designer, Houston Zoo

NEW LEAF PAPER®
ENVIRONMENTAL BENEFITS STATEMENT
of using post-consumer waste fiber vs. virgin fiber

Houston Zoo saved the following resources by using 22,656 pounds of Reincarnation Silk, made with 100% recycled fiber and 100% post-consumer waste and manufactured with electricity that is offset with Green-e-certified renewable energy certificates.

trees	water	energy	solid waste	greenhouse gases
227 fully grown	105,904 gallons	101 Million BTUs	7,090 pounds	19,527 pounds

Calculations based on research by Environmental Defense Fund and other members of the Paper Task Force.
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2016 Spring Magazine, Wildlife. We are using 100# Text, Reincarnation Silk, printed with soy-based inks.

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