

The Book Industry Treatise on Responsible Paper



Frequently Asked Questions: Publishers

Q What is the Book Industry Treatise on Responsible Paper Use?

The Treatise on Responsible Paper Use is an industry-developed agreement which defines shared goals for improving the environmental impacts associated with the book industry's average consumption of over one million tons of paper each year.

Q Is signing the treatise the same as developing a paper policy?

No. While the treatise may be used as a first step towards developing a policy on the use of environmentally responsible paper, it is not the same as a policy. As an industry wide agreement the treatise sets goals for a variety of stakeholders in the book industry including: paper mills, printers, booksellers, authors, and publishers. Publishers signing the Book Industry Treatise on Responsible Paper Use agree to make a good faith effort to support these goals and to take positive steps towards reducing their environmental and social impacts through the eventual implementation of their own later-developed policy.

Q Who developed the treatise?

The Treatise was developed over a six month period with participation from over 25 stakeholders including publishers large and small, book printers, paper companies, and merchants.

Implementation of the treatise and content revisions will be overseen by the leadership council

which currently consists of Baker Publishing Group, Chronicle Books, Continuum Publishing, Dirigo Paper, Green Press Initiative, Harvard University Press, Lantern Books, New Leaf Paper, Square One Publishers, and Thomson-Shore Book Manufacturing.

Participation by others is welcomed.

Q How does signing the treatise benefit publishers?

When publishers inform printers of their support for the Treatise, it demonstrates a real commitment to using environmentally responsible paper. This commitment allows printers to develop better scale and purchase paper in larger quantities and at a lower price.

Q What effect would shifting to environmentally responsible paper have on the cost of the paper?

While papers containing post consumer or FSC certified waste are sometimes slightly more expensive, this does not have to be the case. In a 2005 survey conducted by Book Business Magazine, 17% of publishers using at least 30% post consumer recycled fiber were able to achieve cost parity. Mills have stated when there is a price difference it is about \$1.00 per 100lbs for each 10% increase in post consumer waste. This is equivalent to 3 cents for a one pound book printed on 30% pcw. A national study conducted by the Opinion Research Corporation suggests that that such a small increase in cost (if there is one) can easily be passed on to the consumer. The study found that 80% of consumers would be willing to pay \$0.25-\$1.00 more for a book published on recycled paper.

Q What Progress has been made in this area?

In the past few years, a great deal of progress has been made towards reducing the environmental and social impacts of the book industry:

- Nearly 120 publishers have signed the Book Industry Treatise on Responsible Paper Use
- Over 100 publishers have developed formal policies to increase their use of recycled/FSC certified paper
- 24 new book papers with strong environmental attributes have come to market within the last 3-4 years as a result of the collective signal
- Over 15 printers now stock book papers with recycled and/or FSC certified pulp. Mark-ups have come way down
- Random House, one of the world's largest publishers, has developed a meaningful policy, which will greatly increase its use of recycled fiber

Q How can I find out which printers offer environmentally responsible papers?

A list of printers offering recycled/FSC certified papers can be downloaded at <http://www.greenpressinitiative.org/documents/Printer%20Listing.doc>

Q How can I find recycled/FSC certified papers that are the proper weight, PPI, brightness opacity, etc.

A list of environmentally responsible book papers can be downloaded at <http://www.greenpressinitiative.org/documents/enviro%20book%20papers.xls>

This spreadsheet provides specifics about each paper such as weight, PPI, brightness, opacity and shade.

Q Most of my company's books are printed overseas, why should we sign the treatise?

There are several reasons to sign the treatise even if most of your printing is done overseas. To start with, the treatise can still be used as a tool to negotiate lower prices on environmental grade papers for the portion of the printing that is done domestically. Furthermore, implementing the treatise on books produced in North America can demonstrate your commitment to overseas suppliers. The Green Press Initiative is currently working to identify environmentally responsible papers that are available to printers in Asia. Future requests to overseas printers for environmentally responsible paper will be taken more seriously if you have already demonstrated the commitment domestically.

Q I work for a small publisher, why should we sign the Treatise?

Progress towards the goals of the treatise will be most successful when stakeholders from all sectors of the book industry demonstrate their support collectively. Thus to be truly successful the treatise needs support from publishers of all sizes. A small publisher that signs the treatise is not doing so in isolation, rather they are joining with over 120 other industry stakeholders in stating their commitment to the environmental goals.

Q Where can I learn more?

To learn more about the Book Industry Treatise on Responsible Paper Use, please visit:

<http://www.greenpressinitiative.org/industrytreatise.htm>

You can also email any questions to:
Todd Pollak at todd@greenpressinitiative.org or
Erin Johnson at erin@greenpressinitiative.org