



Please remember to recycle this self-mailer newsletter when you're finished. Or, keep it handy when you're ready to request an estimate from us to print some for you.

Remember to Recycle

SuperStats

Paper, Trees, & the Planet... Oh My!

20%

The increase in the amount of trees that the U.S. has now than it did on the first Earth Day celebration more than 40 years ago.

105 A.D.

Paper was invented by the Chinese around this time, and was kept a secret for many years.

63.5%

The amount of paper used in the U.S. that was recovered for recycling in 2013. Paper is one of the most recycled products on the planet.



Source: American Forest & Paper Association.

Have you missed us? Download past issues:

www.spcaz.com/newsletter-archives

Update your subscription or tell us what you'd like to see in the next issue:

(520) 571-1114

Heather@SpectrumPrintingCompany.com

4651 S. Butterfield Dr., Tucson, AZ 85714



Discover more! www.spcaz.com • Call us! (520) 571-1114

Visit us! 4651 S. Butterfield Dr., Ste. #161, Tucson, AZ 85714

Socialize with us!



4651 S. Butterfield Dr., #161
Tucson, AZ 85714-3456

PRSRT STD
U.S. POSTAGE
PAID
TUCSON, AZ
PERMIT NO. 553

George Stewart
Managing Partner
Spectrum Printing Company
4651 S Butterfield Dr Ste 161
Tucson AZ 85714-3456

"Going paperless" is not always a good idea.

Increasingly, people are rediscovering the many benefits of the "printed word" and responding to it as never before. Consider these interesting paper preferences...

- Consumers value the physical mailpiece as a record-keeping tool and reminder to pay bills.
- Respondents especially prefer print circulars over electronic marketing.
- Children remember more details from stories they read on paper than ones they read in e-books enhanced with animations, videos, and games.

Is printing compatible with the common thought of being "environmentally correct?" Absolutely! Printing today is accomplished with soy-based inks on paper created from pulp trees grown as a crop and/or recycled and reused paper fiber. The printing industry is a leader in the recycling and reuse of its own output.

At Spectrum, we work to be environmentally friendly and offer "green" options to our clients.

Source: twosidesna.org



George E. B. Stewart
MANAGING PARTNER

Print & Paper SUSTAINABILITY



Meet Our New Spectrum Team Member



the weekends, he dances to Country Western and Spanish music. As to why he wears vibrant shirts around the shop, he simply says, "You gotta' put color in your life!"

To discover the big difference between the two and to learn more about how we can help, go to: **spcaz.com/mail-list-data-vision** or call us at **(520) 571-1114**.

Marketing Ideas George Can Use Now

Short-Fold Self-Mailer

Printing: Spectrum Production Team
Mailing List Processing: Spectrum Mailing Dept.
Design: Julie Gard
Concept & Content: Heather Strong

Earth Day helps us to reflect upon the areas in our lives we could make changes to conserve more. While conservation is to be taken seriously, we also enjoy being able to exert the energy required to laugh at ourselves from time to time.

10. "I have an obsession with wind farms."
"Really?"
"Yes. I'm a huge fan."
9. How do trees get on the Internet? They log in.
8. "I'm doing my part to save the planet by occasionally using Method® hand soap."
7. Scientists discovered a way to generate light using only scrap metal. It was "aluminating" experience.
6. How many humans does it take to change a light bulb? Wait, is it absolutely certain the light bulb needs to be changed?
5. Some national parks have long waiting lists for camping reservations. When you have to wait a year to sleep next to a tree, something is wrong. ~George Carlin
4. "I would consider the environment before printing your email if I considered reading your email before deleting it."
3. What did the environmentalist get when he sat down for too long on an iceberg? Polaroids.
2. "I admire your determination to save the planet despite your inability to save a houseplant."

"In honor of Earth Day, I'm sending all of my work-related emails to my 'recycle' folder."



As a color, green is seldom associated with the Sonoran Desert. As a practice however, green is very much at home in Tucson. This newsletter is printed on 30% post consumer premium recycled paper: Neenah Environment® Desert Storm. FSC® Certified • Renewable Electricity • Made Carbon Neutral Plus • Green Seal™ Certified • Processed Chlorine Free

