

CHANGEOVER TO RECYCLED PAPER

Information from Steinbeis Papier GmbH

Switching from virgin fibre to recycled paper in the office is an important measure for promoting sustainability and reducing a company's ecological footprint.

Advantages of switching to recycled paper

- Recycled paper is made from waste paper and saves valuable wood resources. The switch will reduce deforestation and protect the habitats of endangered animal and plant species.
- The production of recycled paper requires less energy and water compared to the production of virgin fibre paper. This leads to a lower environmental impact and contributes to the conservation of natural resources.
- Switching to recycled paper helps to reduce greenhouse gas emissions. Compared to the production of virgin fibre paper, the production of recycled paper causes significantly fewer CO₂ emissions.

Practical aspects of switching to recycled paper

- Recycled paper is now available in various qualities and fulfils all the requirements for printing and copying paper. There are various suppliers who produce environmentally friendly recycled paper.
- The European market leader is Steinbeis Papier.
- Modern recycled papers offer high print quality and are suitable for use on all standard printing and copying machines.
- To ensure a successful switch to recycled paper, it is important to inform employees about the advantages and correct use of recycled paper.

How to make the switch

- Needs analysis: A thorough analysis of paper requirements in the office can help to determine the scope of the changeover and optimise paper consumption.
- Make sure you buy recycled paper with recognised environmental certificates such as the Blue Angel to ensure that the paper has been produced in an environmentally friendly way.

- Place recycling bins around the workplace to facilitate the collection and recycling of paper waste. Educate employees about the correct separation of paper and other types of waste.
- Steinbeis Papier also collects this paper in many places in a back-to-use process in order to produce new paper.
- Monitor the progress of the changeover and regularly assess the impact on the environment and the company. Identify potential for improvement and implement further measures if necessary.
- Printers and copiers should be in perfect technical condition, i.e. service intervals recommended by the manufacturer should have been observed and maintenance kits should have been used.

Success through persuasion

The following factors are key for the successful implementation of recycled paper in a company:

- Centralised procurement can make it possible and, above all, easier to introduce recycled paper across the board.
- There must be a clear commitment within the company. In other words, binding resolutions create the basis for an effective changeover.
- Only once the requirements of all the stakeholders involved have been gathered is it a matter of obtaining quotes from the relevant recycled paper manufacturers.
- In order to ultimately make the changeover happen with persuasive power, the various advantages must be communicated both internally and externally.

By switching to ReThinkingPaper from Steinbeis Papier, customers save 100 per cent wood, 73 per cent energy, 79 per cent water and 42 per cent CO₂ equivalent emissions compared to conventional paper. A sustainability calculator on the website of the [Steinbeis Paper Shop](#) encourages users to individually calculate the savings potential in their own company: Simply enter the paper consumption/demand and four clear graphics on wood consumption, energy use, water consumption and CO₂ show how sustainable the use of recycled paper is compared to virgin fibre paper in that specific case.