

*american forest & paper association*

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**Paper**

**Recycling**

**Symbol Guidelines**



*fall 1993*

## **American Forest & Paper Association Recycling Symbol Guidelines**

The following guidelines for the American Forest & Paper Association Recycling Symbol are intended to encourage consistent usage of the symbol throughout the paper industry and by its customers. The guidelines were developed by the association's membership and comport with the Federal Trade Commission (FTC) "Guides for the Use of Environmental Marketing Claims." While symbol usage is voluntary, American Forest & Paper Association members should abide by these guidelines when using the recycling symbols. To the maximum extent feasible, the American Forest & Paper Association and its member companies will urge proper use of the paper recycling symbols, as outlined herein, by customers.

### **Introduction**

The paper and forest products industry is among the nation's leaders in employing modern technology to recycle its recovered products and reduce the amount of paper going to the nation's landfills. As the result of a major national effort in partnership with millions of Americans, the U.S. pulp, paper and paperboard industry is well on its way to exceeding its 1995 goal of recovering for recycling in the U.S. and abroad 40 percent of all paper Americans use. A milestone in that regard has been accomplished in 1993: for the first time, more paper will be recovered for recycling or reuse than will be sent to landfills.

To draw public attention to the increasing use of recovered fiber in America's everyday paper and paperboard products, the paper industry has long promoted the use of the chasing arrows paper recycling symbol.

### **The Symbol's History**

The U.S. paper industry inaugurated use of the three chasing arrows symbol in the early 1970s as a means to promote recycling by spurring consumer demand for recycled products. The symbol, which now enjoys universal recognition, was placed in the public domain by the paper industry to encourage broader public recognition and usage.

For two decades, the Recycled Paperboard Division of the American Forest & Paper Association has conducted a broad-based public awareness campaign highlighting the paper recycling symbol as the indicator of products made entirely from recycled fiber.

With the surge of public interest in recycling, the growing availability of products containing a blend of virgin and recycled fiber and the proliferation in the use of recycling symbols, the U.S. paper industry has now developed new guidelines to expand the use of the chasing arrows recycling symbols on paper and paperboard products.

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## CAMERA READY LOGOS

### 100% Recycled Paper Products

The 100 Percent Recycled Product Symbol, which includes the legend, is reserved for use *only* on those products that are manufactured with 100 percent recovered paper fiber. Paperboard has been used as an example in the options shown below.

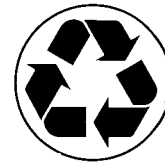
### Recycled Content Paper Products

The Recycled Content Product Symbol, which includes the legend, may be used with paper and paperboard products which contain some recovered paper fiber. Options are shown below. The term *total recycled fiber* or *total recycled paper* may be used in place of *total recovered fiber* in the recycled content paper symbol legend.

Vertical Option



**100%**  
**RECYCLED PAPERBOARD**  
**YY% SUBSIDIARY CLAIM**



**XX%**  
**TOTAL RECOVERED FIBER**  
**YY% SUBSIDIARY CLAIM**

Horizontal Option



**100%**  
**RECYCLED PAPERBOARD**  
**YY% SUBSIDIARY CLAIM**



**XX%**  
**TOTAL RECOVERED FIBER**  
**YY% SUBSIDIARY CLAIM**

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# What Is The Paper Recycling Symbol?

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The paper recycling symbol—three chasing arrows—is the distinctive emblem used to identify paper and paperboard products which contain designated amounts of recovered paper fiber. The symbol is used in one of two forms, as noted below. In both forms, the symbol *must* be accompanied by a legend indicating the total recovered fiber content of the product.

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- ◆ The symbol of *three white arrows within a black circle* is used only for those products which are manufactured from 100 percent recovered paper fiber.
- ◆ The symbol of *three black arrows within a white circle* is used to identify paper and paperboard products which contain a stated amount of recovered paper fiber.

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## How To Use These Symbols On Paper & Paperboard

These recycling symbols are designed to identify recovered fiber content paper and paperboard products and to provide special recognition for products manufactured from 100 percent recovered fiber. When using these symbols, identification of the total recovered fiber content is to be *primary* to other content claims, and must be included in the legend. Subsidiary content information, if necessary to meet state regulations or customer demand, should be placed directly below the *primary* claim.

Use of the primary content disclosure legend provided here is consistent with the FTC "Guides for the Use of Environmental Marketing Claims." A claim should be presented in a way that makes clear whether it refers to the product or the packaging. For further information on symbol usage, contact: The American Forest & Paper Association at 1-800-878-8878.

## Technical Specifications

**Determining the Content Percentage:** Calculation of the percentage of a product's recovered paper fiber content (or the cotton fiber equivalent) is to be done on a fiber-to-fiber basis.

**Symbol Size:** When a reduced image of the symbol is used, the legend must remain of sufficient size and prominence to be legible to the consumer—even to the point of altering the proportions between the legend and the three chasing arrows. For readability, the American Forest & Paper Association recommends that the legend not be reduced below 6 points in type size. Black is the preferred ink.

**Typeface:** In the examples provided on the facing page, the primary and subsidiary fiber content claims are set in all capital letters using "Helvetica Ultra-Compressed" type. The percentage claim (XX%) is set in "Helvetica Black" type. The typesize should be the same for all three lines.

**Subsidiary Content Information:** A statement of subsidiary content information may be included directly below the primary claim. This content information should, like the primary claim, be expressed as a percentage of the total fiber content.

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**50%**  
**TOTAL RECOVERED FIBER**

*The above symbol represents the particular paper used in this brochure, and is included for illustrative purposes.*

