

TreeSmart Industries, Inc.
PRESS RELEASE



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Create an Environmental Learning Moment

Launch the new school year with recycling mindset

Portland, OR – Looking for a unique way to make a statement on the wise use of our natural resources, one that doesn't involve sorting your garbage for recycling?

You could try writing with a pencil made from recycled newsprint. An Oregon company is offering just that for the 2013 Back-to-School season. TreeSmart Industries (www.treesmart.com) is featuring a wide assortment of school and office products made with recycled materials, including rolled newspaper pencils, and rulers made from a mix of newspapers and recycled plastics. The no.2 pencils sharpen easily and are hard as wood. Because they are not painted or decorated, you can discover interesting designs in the newsprint- even read actual words on the barrels.

More recently, TreeSmart will introduce to students of all ages this coming summer to a complete line of pencil cases, school supply boxes, and mechanical pencils made from recycled Snack Packaging and Candy Wrappers, keeping these non-biodegradable wrappers out of landfills. TreeSmart has found a wide range of opportunities both in school and office markets using these durable and attractive materials.

All that recycling can make a difference. Recycling experts state that recycling a two-and-a-half foot stack of newspapers can save one 20-foot pine tree; and recycling one ton of newspapers will save 17 trees. TreeSmart says its recycled plastic partners collect over 2 billion pounds of waste packaging materials annually, all kept out of landfills.

Several hundred TreeSmart pencils can be manufactured from the typical Sunday edition of most major metropolitan newspapers. For example, there are estimated to be about 45 sheets of useable newsprint in a Sunday edition. With an average circulation of 125,000 papers, approximately 18 million pencils could be made from one press run, if all the newspapers were recycled and sent to TreeSmart Industries. That's a lot of pencils. But then, over 4 billion pencils are sold every year, with the overwhelming majority of them made from wood (e.g. from TREES).

It is also noted that the products from TreeSmart are all made in America. This is an important part of TreeSmart Industries' marketing plans. New jobs have been created in Oregon and a new business has been added to the supply chain supporting that business.

The TreeSmart pencil is a great daily reminder to **REUSE, REDUCE, and RECYCLE!**
The retail prices of TreeSmart products range from 35 cents to \$5.00

*Editor's note: to request a TreeSmart pencil, or for more information on snack packaging and newsprint recycling, contact: Chris Stangland (503-722-9593) or email: sales@treesmart.com
Visit our website at: www.treesmart.com*



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