

**BACK TO SCHOOL  
PRESS RELEASE**



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## **Students want pencils and other school supplies that support the 3R's of the 21<sup>st</sup> Century**

**Portland, OR-** As you start your back-to-school shopping, remember that today's student is learning a new set of the three "Rs" at school—Reduce, Reuse, and Recycle. One of the simplest ways to support your child's interest in preserving and protecting the environment is to purchase the products that are made using recycled materials.

This school year, introduce your children and students to the **TreeSmart®** pencil, a new line of no.2 pencils that are made with rolled up newspaper.

The pencils are hard as wood and sharpen easily. Because they are not painted the traditional "school bus yellow", students can discover the interesting designs and patterns in the newsprint—even reading the languages of the world.

"TreeSmart pencils make a simple yet effective statement about our natural resources," says Chris Stangland, president and found of the pencil company. " Teachers tell us that the pencils provide an interesting lead-in for earth science instructions and the lessons of environmental awareness-the very courses where students are learning the three R's of the 21<sup>st</sup> century. **REDUCE, REUSE, RECYCLE.**

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A big surprise in early testing of teachers and students was that they were excited to have the plain newspaper wrapped pencil. More than 98 % of those tested in focus groups had a positive response to “plain newsprint”, even though all the pencils were made from Asian Newspapers. Respondents noted that each pencil was unique—one of a kind collectible.

“Many families become active recyclers after their children learn more about recycling in school,” Stangland said. “Today, more than half of all newspapers are recovered, thanks in large part to curbside recycling initiatives. Parents, and especially children, have called and written to tell us they were pleased to discover their recycling can lead to new products like our TreeSmart Pencils.”

Several hundred pencils can be made from the typical Sunday edition newspaper. Experts state that recycling a two-and-a-half foot stack of newspapers can save one 20 foot pine tree, while recycling one ton of newspapers can save 17 trees.

TreeSmart was the first company to introduce rolled newspaper pencils to the USA marketplace, rather than the mulched paper or cardboard, eliminating the wood products and toxic chemicals from the manufacturing process.

The pencils range in price from 39 cents to 4 or \$1.00 and are available through the TreeSmart websites, school supply stores and general retail merchandisers. Look for additional color pencils sets, color books, crayons, and recycled plastic school supplies in the near future.

***For more information, call Chris Stangland at: 1-503-722-9593, or email [orderdesk@treesmart.com](mailto:orderdesk@treesmart.com), or visit: [www.treesmart.com](http://www.treesmart.com)***

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