

**FACT  
SHEET**



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### **History of TreeSmart Pencils**

TreeSmart brand products is a relatively new company from the Pacific Northwest dedicated to manufacturing and marketing recycled and reusable materials from our natural resources. Among the products being marketed or in development are:

Pencils made from rolled up newspapers

Recycled crayons and coloring pencils and coloring booklets with the message of Recycling, Endangered Species, and Environmental Issues around the globe.

School supplies from recycled plastic materials and recycled paper.

TreeSmart was started in 1995 by Chris K. Stangland and is headquartered in Lake Oswego, Oregon, about 8 miles south of Portland. The first 6-8 years was devoted to perfecting the quality issues and manufacturing processes, before launching its national marketing programs in 2003 with on-line shopping through the TreeSmart website. Since then sales have increasingly expanded out to retail stores, art stores, and schools.

### **Manufacturing Process**

The company experienced many challenges in developing a quality pencil made from recycled newspaper during its initial start-up. Good quality graphite and erasers that didn't smudge, were only some of the problems originally encountered.

“While there are several companies manufacturing non-wood pencils, TreeSmart is the first company to successfully master the art of rolling a quality newspaper pencil,” Stangland said. “We knew it would make a difference if we had USA-made erasers and ferrules and high quality graphite for our pencils.” The results have given TreeSmart a large and loyal following among teachers, art students, engineers and architects. Everyone wants to be a part of the growing awareness of our global environmental issues. Our pencils make a great statement,” Stangland said.

### **Early Test Marketing**

A big surprise during the initial test marketing of the pencils was that teachers and kids preferred the pencils to show the natural newsprint, instead of the “school bus yellow” style, common in the school supply market. All of the teachers and students (ages 10-16) were impressed with both the concept and the quality of the pencil. Most commonly heard expletive was “Cool!” That was good news for a newspaper pencil!

### **Sales Projections**

TreeSmart projects that sales of their initial newspaper pencil will exceed 10 million over the next 5 years. As global awareness to our environmental issues increases, the demand for more products that reflect our attitudes and help promote RECYCLING, REUSING and REDUCING will expand rapidly. TreeSmart plans to be there in the forefront.

### **Future Growth**

The need for teaching the 3 R’s to everyone is the 21<sup>st</sup> century’s greatest challenge. Every product that can be made and sold that adheres to this concept will be a welcome addition to the education industry. The corporate commitment to these concepts is growing daily. The Specialty Advertising Industry has shown rapid growth in recycled products as a statement of Corporate Responsibility.

TreeSmart is in research now to explore additional markets outside the traditional areas of school supplies and corporate giveaways. The 3 R’s are more than just an education. They are a COMMITMENT.

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Editor’s Note: to request a sample of TreeSmart pencil, or for more information on the company, contact: Chris K. Stangland (503) 722-9593 or email: [orders@treesmart.com](mailto:orders@treesmart.com)  
Visit our website at: [www.treesmart.com](http://www.treesmart.com)

