



Go Green, Love Paper

Paper has been an essential communications medium for 2,000 years. Even in today's digital world, paper is preferred for readers of books, magazines and newspapers. However you choose to use paper, it is a truly sustainable product that stands the test of time. Discover more about the enduring love for paper and its positive impact.

Paper Loves Trees

10M

acres of net forest growth
between 2000 and 2025

This growth is an area equivalent to approximately 1,100 NFL football fields every day. U.S. forests are a renewable natural resource that is continuously replenished through sustainable forest management and natural regeneration.¹



Paper Preference

54%

of consumers feel they spend
too much time on digital devices

With health, choice or cyber security issues, many consumers have concerns about their use of digital communications. US consumers love reading print, giving them the chance to 'switch off', with 53% admitting the most enjoyable way to read is via printed books.⁴



Paper Data

484M

internet users in
North America

The environmental footprint of digital technology is largely underestimated by its users, given the miniaturization of equipment and the "invisibility" of the infrastructures used.² Despite the ubiquity of the Internet in our lives, its environmental footprint started to gain public interest only recently, partially fueled by studies highlighting the substantial energy consumption of the information and communication technology (ICT) sector.³



Paper People



925K

people directly employed in the forest products industry

The paper and printing industry is among the top 10 manufacturing employers in 44 states and supports more than 2 million additional jobs throughout the supply chain.⁵

Paper Power



99%

of electricity produced by the industry was generated using highly efficient combined heat & power (CHP)

The U.S. forest products industry was among the first to set quantifiable sustainability goals. The use of biomass energy prevents about 181 millions metric tonnes of CO2 emissions each year.⁶

Paper Revolution



60%-64%

U.S. paper recycling rate in 2024

The recycling rate for cardboard, what the industry calls corrugated, is 69% - 74%. More than 2/3 of recycled paper goes into new products.⁷ Paper is recycled more than any other material in the US municipal waste stream, making paper a truly circular product.

Paper. Simple, Smart & Sustainable.

www.lovepaperna.org

Sources. 1. UN Food and Agriculture Organization (FAO), 2025. 2. Statista, 2025 3. Nature Communications, 2024. 4. Two Sides & Toluna research, 2025. 5, 6 and 7. AF&PA, 2025

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