


Myths & Facts

Rawson Print & Packaging


With nearly 50 years of specialising in everything paper and print, we often dispel common myths around paper usage in these modern times. Here are a few key insights that will help you in your decision-making of future campaigns and packaging projects based on the current reality in our industry.



MYTH
Print is dead


FACT
Paper, print and packaging remains a trusted and credible medium of communication.




It has been the preferred method of communication for over 2000 years. It continues to be a trusted and credible medium of communication with neurological reports citing direct mail was easier to process and tested better in both emotional connection and recall.¹ As digital fatigue rises, people are returning to tangible mediums as a form of information and pleasure, appreciating the permanency over fleeting distraction and minimal concern around privacy.



MYTH
Paper is bad for the environment

FACT
Paper is one of the few truly sustainable resources as a biodegradable and natural resource.



When paper production uses wood from sustainably managed forests, it is a highly sustainable and renewable resource. As a Forest Stewardship Council (FSC) Certified Printer, we can elevate your projects to meet the highest environmental and social standards. We can ensure your products come from responsibly managed sources, inspected and measured against strict standards based on the [FSC's 10 Principles of Forest Stewardship](#).



MYTH
Digital advertising is better for the environment




FACT
Recent estimates put the Information and Communications Technology industry at 3% of GHG⁵ and 3.6% of global energy consumption.⁶



Our smartphones and PCs are manufactured with rare earth metals, and require vast amounts of resources including cloud computing, data centres, satellites, undersea cable pipelines, artificial intelligence and electricity - often sourced from coal-fired power plants - to run. While we tend to celebrate the rise of digital technologies and their ability to 'reach the masses', we rarely question the environmental impact it has. From the unsustainable rare metal mining (70% of which takes place in China), to the data centres which house the seemingly endless information (which are anticipated to grow to consume a fifth of the world's energy by 2057), the environmental impact of the digital landscape is also worth considering. For more information, [click here](#) to see a video by the BBC that explains this in more detail.



MYTH

Paper can only be recycled once



FACT

Did you know that paper fibres can be recycled up to eight times?³



To maintain the strength, quality and availability of paper, 100% recycled is not sustainable indefinitely, which is why properly managed resources is crucial. However, Rawson has implemented a recycle and reuse program in our factory where we enable the reuse or recycling of 100% of all materials including recycling ink for future jobs. We also ensure waste is sorted before disposal to reduce landfill.



MYTH

Paper printing relies on toxic inks



FACT

Vegetable-based inks are a reliable and renewable resource.



We use environmentally-friendly soy and vegetable-based inks made from the extracts of corn, walnut, coconut, linseed, canola and soybean. These are often blended for best printing results. Vegetable-based inks do not require harmful solvents to clean printing presses, and they are easier to de-ink - unlike petroleum-based inks - in the recycling process.



MYTH

Print technology is outdated and energy-thirsty



FACT

The pulp, paper and print industry accounts for 1% of global greenhouse gas (GHG) emissions,⁴ compared to Information and Communications Technology industry at 3% of GHG.⁵



At Rawson, our adoption of energy-efficient lighting and innovative printing press technology minimises our footprint as an Australian-based manufacturing facility. Our continual investment in the latest printing press technology allows us to use fewer chemicals and less energy. Conscious of energy efficiency throughout the whole production process, we engage in important reduction strategies. A great example here is our Heidelberg five-colour press which is equipped with an in-line aqueous water-based coater, enabling printed paper recycling without the harmful by-products.



MYTH

Paper destroys forests



FACT

The more demand for pulp, paper and packaging, the more planting of managed forests taking place.



In Australia and New Zealand, paper is produced from wood sourced from managed forests where planting, growing and harvesting is carefully monitored in order for the preservation of the trees. These forests play an important role in livelihoods, ecosystems and biodiversity, as well as being a natural moderator of global warming. Australia's sustainable forest management practices and forest certification schemes include the tracking of wood and wood-based products through the supply chain to assure consumers of its sustainably managed and certified forest origins.²

The environmental impacts of our ever-increasing digital world cannot be ignored. The Information and Communications Technology industry accounts for around 2.5-3% of global greenhouse gas emissions and this is predicted to rise to 14% by 2040.

TWOSIDES.ORG.AU

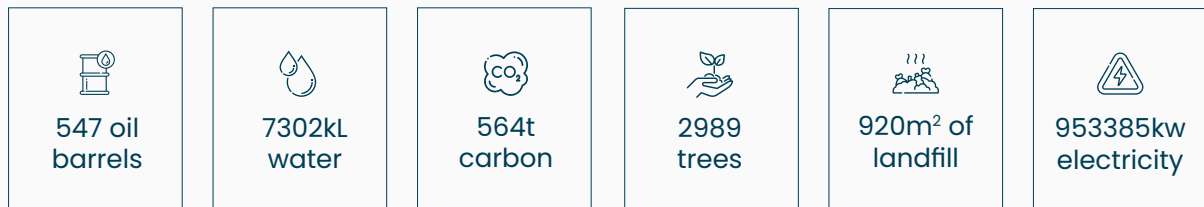
As your reliable partner in print, we have responsible and renewable solutions available for you. At Rawson Print & Packaging, we seek to ensure that:

- 1 We create a business dedicated to environmentally responsible production
- 2 We foster greater understanding of our industry's environmental credentials

And in doing so, we ensure that print—through its myriad of uses—remains the essential, renewable communication medium of choice for another five decades to come.

ENVIRONMENTAL IMPACT STATEMENT FROM CROWN WASTE SOLUTIONS

Over a period of 12 months, using our closed loop paper recycling service, Rawson Print & Packaging have saved:



¹ Paper Beats Digital in Many Ways, According to Neuroscience, FORBES, 2015

² Agriculture.gov.au

³ AMCOR

⁴ ASN and Ecofys, 2015 (2012 GHG data)

⁵ Belkhir L. & Elmeligi A. 2018 Journal of Cleaner Production Assessing ICT global emissions Footprint

⁶ The Shift Project. 2019

⁷ Energycouncil.com.au

Sources:

<https://theconversation.com/the-digital-economys-environmental-footprint-is-threatening-the-planet-126636>

AUS version of the Two Sides: <https://twosides.org.au/Paper-Is-Bad-For-The-Environment>

<https://www.upmpaper.com/sustainability/sustainability-paper-industry/>