



THE HP PHOTO PAPER RECYCLING SOLUTION

HP Everyday Photo Paper, semi-gloss

Consumers are becoming increasingly aware of the importance of recycling. They understand that it offers significant benefits to our planet:

- It's a way to help keep waste out of landfills;
- It recovers valuable raw materials;
- It reduces pollution and saves energy that would have been used when making products from natural raw materials.

A recent survey found that more than 80% of consumers perceive that using recyclable paper would have a positive impact on the environment.

Hewlett-Packard shares this point of view. Firmly rooted in a culture of global citizenship, HP has a deep commitment to environmental leadership. As part of this commitment, the company has tested and confirmed the recyclability of HP Everyday Photo Paper, semi-gloss.

It's an affordable solution for value-conscious customers, and it delivers vivid, quick-drying results on any inkjet printer. As its name suggests, HP Everyday Photo Paper is designed and priced for daily use. Just as significantly, it's verified and marketed to be recyclable as "mixed paper."



mixed paper

There are other environmental benefits as well:

HP Everyday Photo Paper has Forest Stewardship Council (FSC) chain-of-custody recognition. FSC is highly regarded for its standards of assurance that the paper fiber comes from well-managed forests. Find out more at www.fsc.org.

FSC, PEFC and SFI fiber certifications are consistent with the HP Environmentally Preferred Paper Policy. The choice of certification may vary by paper product or region in order to align with the regional sources used in the production of this particular paper. Find out more about HP's commitment to the environment at www.hp.com/ecosolutions.

- The cardboard packaging is made of 100% recycled material.



- The wrapper consists of biaxially oriented polypropylene and is recyclable in plastic stream 5 if available at a local recycler. (For products in Europe, the Middle East and Africa only)





THE HP PHOTO PAPER RECYCLING SOLUTION

HP Everyday Photo Paper, semi-gloss

What is “recyclability”?

Recyclability is being able to reuse a material that would have otherwise been thrown away. It’s a process that involves collecting, separating, and processing a resource such as metal, plastic, or paper. It also involves an initial testing and verification phase to determine if a material can be recycled.

At this time, there are no universally recognized paper recyclability tests, but to help ascertain the recyclability of Everyday Photo Paper, semi-gloss, HP retained the services of two organizations: Paper Technology Specialists (PTS) in Germany, and Western Michigan University (WMU).

- In the stringent PTS test, HP provided color samples of Everyday Photo Paper that were printed on the HP Photosmart D7560 and on a competing printer. The HP samples were tested alone; that is, in batches without any other kinds of paper. The repulping results indicated that “the sample was easily defibrated.” Research indicates that papers with any level of gloss are typically sorted as mixed (not plain) paper and mixed paper does not require de-inking. The PTS verdict: HP Everyday Photo Paper “can be well recycled as mixed paper in a process without de-inking.”
- The WMU test was more of a “real-world” analysis, using a mixture of 1% Everyday Photo Paper with 99% mixed office waste. The net result: “...introducing Everyday Photo semi-gloss printed paper into the recycling stream will have no negative effects and can be labeled ‘Recyclable as mixed paper.’”

The recycling life cycle

The PTS and WMU tests show that HP Everyday Photo Paper, semi-gloss, can be recycled with “mixed paper,” which in the US includes:

- Colored paper, gift wrap, Post-it notes, index cards;
- Magazines, catalogs, newspaper inserts, junk mail with plastic windows, composition notebooks;
- Paper notebooks, folders, etc., without their spirals and metal bindings;
- Bulletin board paper and trimmings, adding machine paper, sales receipts;
- Canned food labels;
- Egg cartons, paper towel rolls, gift wrap rolls, and toilet paper rolls;
- Paper shopping bags.

Where mixed paper recycling is not available, consumers can simply recycle HP Everyday Photo Paper as they would magazines or catalogs.

In reality, what actually does get recycled depends on several factors. For example:

- The local sorting system. Methods vary greatly from town to town.
- How accurately (or inaccurately) the consumer sorts the recyclable materials.
- How the local recycler sorts and handles the materials.

How do these factors impact HP Everyday Photo Paper?

- The person picking up the recycling bin could presort questionable materials into the waste bin.
- The sorters at the collection facility could separate the material out and trash it.
- The recycler purchasing the material could re-sort the material and scrap it.

Despite the need for all steps to succeed in order to achieve true recycling, HP encourages consumers to sort Everyday Photo Paper into their “mixed paper” recycling. If the recycling system works properly, the paper will avoid ending up in a landfill or incinerator.

Once the material is collected, it is sent to a recycling plant, either at home or abroad, where it is repulped and used to create recycled paper materials or other fiber-based products, including packaging materials.



THE HP PHOTO PAPER RECYCLING SOLUTION

HP Everyday Photo Paper, semi-gloss

It should be noted that China, which essentially lacks sources of virgin fibers, plays a major role in paper recycling. In fact, China consumes most of the world's mixed paper and provides the US with a major market for mixed-paper exports.

HP's paper policy

To help protect society and global economic development from adverse climate impact, HP actively supports policy efforts to mitigate climate change. HP's Environmentally Preferable Paper Policy incorporates six guiding principles.

- **Efficient use of raw materials:** HP strives to efficiently use raw materials, so that fewer resources are needed per unit of output. In the case of paper, raw materials include wood fiber as well as the water and energy resources used during production.
- **Sustainable forestry practices:** The foundation of any environmentally conscious paper cycle must start with the initial harvesting from sustainable forests and the recognition that deforestation is a contributor to climate change.
- **Responsible and low carbon production:** To reduce the impact of production and to ensure sustainability throughout the product life cycle, HP supports the monitoring of the greenhouse gas emissions, effluent discharge, and air quality that result during production.
- **Waste reduction:** HP encourages its suppliers to maximize the recovery of recyclable materials, including pre- and post-consumer recycled wood fiber, during the manufacture of products and packaging. HP also encourages the responsible use of paper products by its customers, suppliers, and employees.
- **Community and human well-being:** HP suppliers must adhere to labor and human rights and to applicable laws, as well as maintain human health and safety.
- **Environmental leadership and management:** HP has consistently engaged in partnerships with outside stakeholders and organizations that share HP's environmental objectives.

These principles are reflected in the production, packaging, and distribution of HP Everyday Photo Paper, semi-gloss.