



## RSVP Publications Leadership in Environmental Conservation

Facts about the Environment and Direct Marketing  
Advertising accounts for less than 2% (< 0.02) of all Municipal Waste

Source: Environmental Protection Agency

### RSVP was Green before Green was cool.

For more than 10 years, RSVP has led the way in environmental stewardship, seeking out partnerships in the paper and printing industries to produce RSVP postcard decks in the most environmentally responsible manner possible.

#### Paper Partner :Tembec

- Tembec Paper is made from fibers harvested from sustainably managed forests using the highest designation for environmentally and socially responsible forestry practices in the world
- Sustainability – replaces trees harvested for paper production
- Uses over 98% of the wood fiber that enters their mills – less than 2% waste during manufacturing process

#### Printing Partner: Outlook Group Corp.

- All RSVP card decks are printed on FSC certified Tembec papers
- Uses vegetable-based inks that are bio-degradable
- Uses aqueous (water-based) coatings
- Wraps decks in recyclable polypropylene
- Recycles all waste and excess paper trimmed from final product

**RSVP**<sup>®</sup>  
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