

Containing 30% post-consumer waste



Natural Choice™ 30  
Smart meets sustainable



More green in the  
**WOODS,**  
MORE GREEN IN YOUR  
**POCKET**

Use the affordable recycled office paper that prints great—with less impact on our future.

Natural Choice 30 copy paper is made with an innovative thermomechanical process that:

- Results in 92% less environmental impact across the paper's life cycle.
- Requires 44% less raw material—great for sustainability and economy, too.
- Uses recycled fiber for nearly a third of that raw material to help close the recycling loop, too.
- Consumes 47% less water than standard copy paper.
- Generates less waste and harmful emissions with a carbon footprint 53% smaller than standard copy paper.

That means bright, white Natural Choice 30 helps you work more sustainably and meet both environmental and budget targets.



Please Recycle



Printed on Natural Choice 30 paper

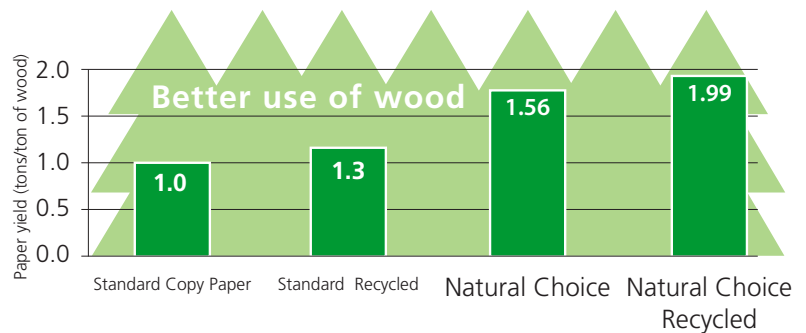


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# the Responsible CHOICE

## Environmental attributes

Natural Choice 30 is made with FSC Certified fiber plus 30% post-consumer waste for even greater sustainability. Our pulping process creates so much less landfill waste—known as “pre-cycling”—that the environmental benefits of another 5% recycled fiber are built into every sheet of Natural Choice 30. It is elemental chlorine free (ECF) and 100% percent recyclable again.



**In all, that results in 92% less impact on the earth than standard copy paper.**

## Performance specifications

- Acid free for archival permanence
- Works great in printers and copiers of all kinds
- More opaque than standard copy paper, so it's better for two-sided printing

|                       |  |                  |                                 |                                 |                         |                          |                   |
|-----------------------|--|------------------|---------------------------------|---------------------------------|-------------------------|--------------------------|-------------------|
| <b>White</b><br>color | <b>20 lb.</b><br>basis weight<br>(bond/text) | <b>75</b><br>GSM | <b>96</b><br>opacity<br>(TAPPI) | <b>4.3</b><br>caliper<br>(mils) | <b>Smooth</b><br>finish | <b>140</b><br>smoothness | <b>30%</b><br>PCW |
|-----------------------|--|------------------|---------------------------------|---------------------------------|-------------------------|--------------------------|-------------------|

|                           |                           |                              |                           |                            |                             |
|---------------------------|---------------------------|------------------------------|---------------------------|----------------------------|-----------------------------|
| <b>8.5 x 11</b><br>inches | <b>500</b><br>sheets/ream | <b>5000</b><br>sheets/carton | <b>10</b><br>reams/carton | <b>50</b><br>pounds/carton | <b>40</b><br>cartons/pallet |
|---------------------------|---------------------------|------------------------------|---------------------------|----------------------------|-----------------------------|

**Note:** All values represent targets.

**Natural Choice is available nationwide.**

For more information or to place an order:  
1 800-426-0866 or [www.naturalchoicepaper.com](http://www.naturalchoicepaper.com)

