

PRINTING MATTERS

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Print still standing strong

Contrary to the negative sentiments that are prevalent in the media today, print is here to stay as a viable, versatile medium. One of the main charges by the pundits is that printed materials are a danger to the environment. In reality, research shows, the production of paper products has tangible environmental benefits.

Print also is affordable, easily accessed and stored, and for many people, it provides the easiest and most comfortable way to absorb new information. Choose Print, a national campaign to promote print communications, estimates that 68 percent of adults prefer print to electronic media. “The printed word on paper, enhanced with effective images, has enormous power to communicate ideas and drive sales,” the campaign says. “Print is a vital part of our lives. People trust print. They feel comfortable using it. And they can’t fast forward past it.”



No harm done

The idea that printed materials harm the environment simply is a myth, said Bob Lindren, president of Choose Print’s sponsoring organization, the Printing Industries Association Inc. of Southern California. Most wood pulp used to produce paper comes from sawmill waste, recycled paper and tree farms where trees are grown as a paper-producing crop. Further, at least 200 mills in the U.S. use recovered fiber exclusively, the American Forest and Paper Association reports.

Their approach is beneficial. Paper made with 30 percent recovered fiber requires 10 percent less energy to manufacture than paper made with 100 percent virgin fiber, according to the Environmental Defense Paper Calculator. It produces 25 percent less wastewater and 6 percent fewer greenhouse gas emissions.

The growing demand for paper products actually has been good news for trees in this country. The United States Department of Agriculture Forest Service estimates that about 4 million trees are planted daily in the United States, and 1.7 million of that total represents trees planted by the wood and paper industries.



Exceeding our customers’ expectations for more than 60 years...

continued from page 1

It's also important to know, Lindgren said, that nearly 60 percent of paper is recycled and used for other materials today. Even the paper that goes into landfills is biodegradable. It breaks down quickly.

We can't say the same for paperless technology. The National Safety Council estimates that more than 63 million computers were discarded in 2005, resulting in 3 billion pounds of waste. "Your computer, when it goes in a landfill, is full of all sorts of things that won't go away," Lindgren said.

Electronic waste, or e-waste, contains such toxic substances as mercury, lead and cadmium, according to GreenCitizen, a green recycling company for computers and electronics in Palo Alto, Calif. E-waste is created by computers, but also by a vast number of smart phones, e-readers and similar devices used today. The public throws away approximately 400 million units of obsolete electronics every year in this country, GreenCitizen estimates. "If you're really concerned about the environment, these products are much more of a problem than paper," Lindgren said.



Learning tool


Many readers find print materials easier to digest than online material. Even when they locate data they need online, they tend to print it for a more thorough read and for future reference. In addition, research has shown reading on screen is not necessarily the most effective way to learn. The online medium lends itself to a more superficial processing of information, Web usability expert Jakob Nielsen says. "I have long worried that the Web is unsuited for real learning," he writes on his Web site, www.useit.com. "The basic problem is users' superficial 'surfing' of information. As countless studies have shown since 1997, people tend to scan text on Web sites instead of reading it closely."

In 2010, a Kindle DX pilot project at seven U.S. universities resulted in less-than-stellar reviews of the device for in-class learning. In the report from Reed University, a faculty member noted his students' comprehension of the reading materials suffered from use of the Kindle DX. At Princeton University, students commented that using the eReader "somewhat worsened the classroom experience" compared to using a printed textbook.

All in all, print products are practical, Lindgren said. There are no issues with software compatibility or network access. They can be saved indefinitely as a

reference. They're also available to an audience without access to computers or electronic devices, from inmates to economically disadvantaged readers. It's available in times of emergency and during power outages.

And ultimately, there's something about the tangible

nature of printed products that makes them appealing; people enjoy holding a printed piece in their hands. "Something we can touch and hold in our hands seems more real to us," Lindgren said. Paper allows for a creative appeal to the senses. "You can emboss it. You can do things to give it a quality you cannot do with an image on a screen." 



JPA supports Choose Print

JPA supports Choose Print in two ways. The JPA Web site, www.jpapontiac.com, features a link to Choose Print's Web site.

In addition, JPA printed the Choose Print logo on reusable shopping bags and gave them away to customers. If you would like a bag, please contact your sales representative, who would be happy to send one along.

Please see the back cover for more information on Choose Print.





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continued from page 2

Choose Print

It irritates Bob Lindgren to no end when his bank encourages him to switch to electronic statements to “save a tree.”

“We know that’s false,” said Lindgren, president of the Printing Industries Association Inc. of Southern California. “Paper is made from trees grown for that purpose. That’s equivalent to saying, ‘Don’t eat your cereal so you can save a wheat plant.’”

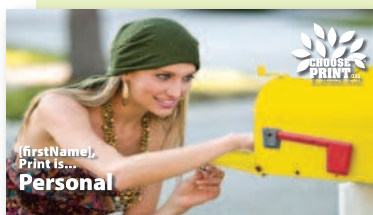
Advertising messages that imply that skipping the paper can help save the planet motivated PIASC to create the Choose Print campaign. The campaign corrects misinformation and extols the numerous benefits of using print.

Another prevalent notion that frustrates the PIASC is the assumption that printed materials are outdated, and the Internet is superior. “Many Web sites are very useful, but they must be found,” Lindgren said. “Print, on the other hand, can find you by going right in your mailbox.”

Choose Print advocates the combined use of print and online materials. And that is the marketing approach the campaign has used since it was launched in 2010. Its materials range from

press releases and postcards to a Web site: www.chooseprint.org. A new version of the site, with expanded information, was launched Feb. 1.

“The campaign is alive and well and expanding its scope,” Lindgren said.



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