



FOR MEDIA INFORMATION

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THE NEW PATCRAFT & DESIGNWEAVE TURNS OVER A NEW LEAF INCORPORATING SUSTAINABLE PRINT PRACTICES

DALTON, GA—The New Patcraft & Designweave is taking great strides to reduce their environmental footprint by manufacturing their new architect folders from post-consumer recycled paper rather than virgin paper. The material is made with 100% recycled fiber and 50% post-consumer waste, processed chlorine-free and manufactured with electricity that is offset with Green-e[®] certified renewable energy credits.

“Our decisions to use these materials are driven by our company values and our desire to protect the future of our planet,” says Eric Wroldsen, vice president of marketing for The New Patcraft & Designweave. “As a Shaw Industries company, we manufacture products from materials that can be recycled and reused infinitely through our cradle-to-cradle lifecycling process. It is important for us to choose suppliers who share these same values and incorporate responsible practices into their manufacturing process and products.”

The selection of sustainable paper shows a tangible positive effect—savings in trees, water, energy, solid waste and greenhouse gases—of using post-consumer recycled paper instead of virgin paper. Since implementation of the new folder design in January of 2008, The New Patcraft & Designweave has saved the following resources by using this product: 383 fully grown trees, 83,245 gallons of water, 173 million btu of energy, 18,211 pounds of solid waste, and 30,733 pounds of greenhouse gases.

“We are continuously looking for ways to protect the future of our resources,” said Wroldsen. “We treasure our environment and will continue to partner with vendors who share the same values and goals of reducing their environmental footprint.”

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Calculations based on research by Environmental Defense Fund and other members of the Paper Task Force.

The New Patcraft & Designweave

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