



Natural Choice™ 30
Smart meets sustainable

KEEP it GREEN

AND SAVE SOME GREEN, TOO

Natural Choice 30 recycled paper from NORPAC

Why be satisfied with traditional copy paper that uses only 30 percent recycled content — or none at all? Instead, get top performance and value using even less virgin wood fiber. **Natural Choice™ 30** is made with a fiber-efficient thermo-mechanical pulp and 30 percent post-consumer waste (PCW). As a result, it requires two thirds less wood fiber than standard copy paper — with the same readability, and even more opacity (96) than many standard 24-pound papers.

Ideal for double-sided printing, it runs smoothly through office and home printers and copiers and emerges clean, bright, and easy to read. Designed for laser and inkjet printers and copiers, Natural Choice 30 efficiently serves today's printing needs while ensuring a green and growing future — all for less money!

Enjoy proven runnability and a built-in recycling reminder.

Natural Choice 30 recycled paper is a bright, easy-to-read white. Over time, its color shifts to a natural cream, letting you know it's time to follow up, file, or recycle.

IDEAL FOR:

- Customers with commitments to buy recycled
- High-speed office laser and inkjet printers
- Home and school printers, scanners, and copiers
- Everyday double- and single-sided printing
- Bright color and black-and-white images



For more information: **1 800-426-0866** or www.naturalchoicepaper.com

Printed on new shade Natural Choice 30 paper.



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BUY RECYCLED WITHOUT REGRETS

Natural Choice 30 recycled paper helps you meet environmental and sustainability goals, delivering outstanding value and performance for less money.

Our sustainability secret

NORPAC's thermo-mechanical pulping process — one of the world's largest and most efficient — relies primarily on clean steam and physical grinding to separate wood fibers. By contrast, chemical pulping relies on "cooking" the wood in a chemical bath, which then must be washed away — along with a lot of the wood's organic material. This chemical process consumes more energy, more water, and more trees than our process.

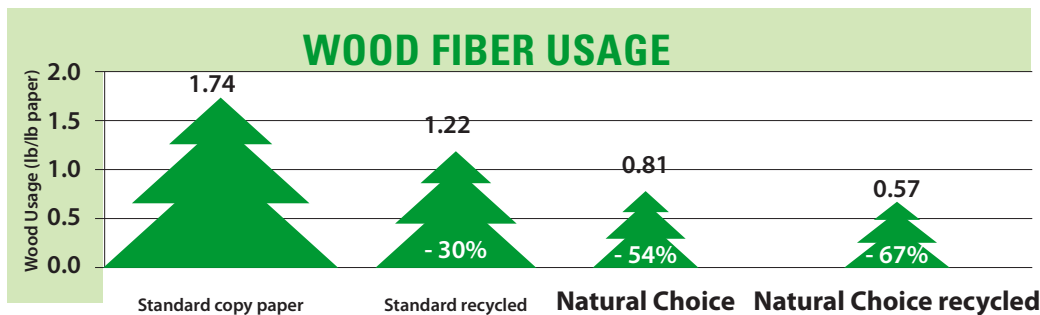
That's how Natural Choice 30 recycled paper conserves twice as much wood as standard 30 percent recycled paper — and far less than standard office papers.

- SFI® Certified Sourcing • Elemental chlorine-free (ECF) • 100% recyclable, 30% PCW recycled content

PERFORMANCE SPECIFICATIONS

20 lb. basis weight (75 GSM)	96 opacity (TAPPI)	4.3 caliper (mils)	140 smoothness
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Note: All values represent targets.



Please Recycle
Again!



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