

what we use
every day can be beautiful,
creative and friendly
to the world...

Over 15 years ago, the founder of Paper Source was on a mission to buy natural raffia ribbon. Only available in large quantities, she purchased the bulk ribbon and set out to sell smaller portions of this natural product to other retailers. And thus, **waste not paper** was born.

Over the years, our focus expanded to include more environmentally friendly products. We may have been ahead of our time, but today we are renewing our commitment to provide access to beautiful products without excess cost or waste.

2008 brings us back to our heritage of inspired designs and environmental stewardship. This year we will focus on finding new ways to be beautiful, creative and friendly to the world.

BEAUTIFUL | *Inspiring Merchandising*

As part of this partnership, this year we are introducing the Flora + Fauna collection to **waste not paper**. We were listening when you asked us for ideas on matching colors and textures to build eye-catching displays. This catalog, as well as your **waste not paper** sales representative, will provide inspired ideas for merchandising and presentation to help you make the most of our new Flora + Fauna collection, as well as all of our other great products.

CREATIVE | *Distinctive Designs*

You come to **waste not paper** expecting great colors and gorgeous design. Many of your favorites (and ours!) are proprietary designs borrowed from our parent company, Paper Source. Starting this year, you'll see the Paper Source logo on these designs— giving credit where credit is due. As a retailer, the Paper Source brand may be familiar to your customers and is a great selling point!

FRIENDLY | *Environmental Stewardship*

The majority of **waste not paper** products have always come from mills that have a commitment to the environment. In fact, several use hydroelectric power to convert pulp into paper and all solid colors are FSC certified. Over the course of this year, we are converting the majority of our color palette to recycled paper made with 30% post-consumer waste. Some colors, such as red, chocolate, bluebell, white and soft white are already produced this way. We are as confident as we were 15 years ago that beauty and environmental responsibility can go hand-in-hand.



PAPER SOURCE™

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