

# Concerned about the Environment?

Your **High Impact** NewsNotes Advertisements...  
Have a **Low Impact** on the Environment.



Unlike notes with conventional adhesives, the **NewsNotes®** product is *environmentally friendly* and can be returned to the waste paper recycling stream.



**NewsNotes®**



**NewsNotes®**  
HIGH IMPACT ADVERTISING



## Get noticed on the Front-Page... Not in the Recycling Stream!

Regular NewsNotes® adhesives, unlike traditional adhesives, are *environmentally friendly* and can be returned to the waste paper recycling stream.

We have used a **Repulpable Adhesive**, tested against TAPPI UM213, **since our product introduction.**

High water solubility and alkali dispersability eliminate the danger of contaminating the paper mill broke with non-repulpable material that can cause "stickies". NewsNotes® standard T2 adhesive is designed to dissolve in the de-inking process; the waste water is then carried for processing and the pulp fibers are carried through the paper recycling.

Taking the product to an even more environmentally friendly rank, NewsNotes® Advertising is introducing an **RCA (Recyclable Adhesive)** as an alternative on its note products and was developed with the same technology as specified by Section 702 of Executive Order 13148 and listed on the USPS Qualified Products list for PS Recyclable adhesives. The first of which was the adhesive used in postage stamps. An RCA breaks down in large particles that can be trapped in the screens and removed as solid waste to be land filled with other waste or burned for energy. What was a permanent adhesive technology only has now been developed into a repositionable adhesive bearing similar traits of the standard repulpable product on NewsNotes® labels.

Of course, **NewsNotes® face paper** continues to be made with a minimum of **20% Post-Consumer recycled content.**

Those notes that remain on the newspaper, not removed by the reader to be used as a ready reference or redemption, should not interfere with the ONP (old news print) waste stream.

**Go Green** with NewsNotes® Labels for your front-page ad.

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