

DID YOU KNOW? A QUARTERLY PRINT MAGAZINE FROM SYLVAMO

DYK

Q2 25



SUSTAINABILITY IN PRINT

What It Means
and Why It Matters

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Q2 25

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**The Entire Ecosystem:
An Interview with Sylvamo's
Chief Sustainability
Officer James McDonald
and Global Sustainability
Manager Nathaniel Elser**

**"It all comes back to forests.
The goal for us is restoring,
preserving and enhancing
the entire forest ecosystem."**

— Nathaniel Elser,
Sylvamo Global
Sustainability Manager

DYK

Q2 25

THE INTERIOR OF *DID YOU KNOW?* IS PRINTED ON ACCENT® OPAQUE 80 LB. TEXT. THE COVER OF *DID YOU KNOW?* IS PRINTED ON ACCENT OPAQUE 80 LB. COVER. THE MAGAZINE IS PRINTED ON A 40" MITSUBISHI PRESS AND SADDLE-STITCHED.

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Robyn Steffen

EDITORIAL TEAM

Nick Ostdick

Shayne Terry

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DESIGN TEAM

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**Putting the Good in
Good Design: An
Interview with Will Miller
of Firebelly Design**



LETTER FROM THE EDITOR

WHAT WOULD YOU LIKE TO SEE COVERED IN FUTURE ISSUES OF DYK?

Reach us at
DYK@Sylvamo.com

Over the last decade or so, I've watched "sustainability" become a corporate buzzword used by all sorts of organizations. On the one hand, it's great — many companies that had no interest in the environment before are, in response to everything from industry-specific regulations to consumer pressure, going green. On the other hand, we can't let the word lose its meaning. We need to be specific about what sustainability means to each of us so that we, as individuals and organizations, can take real-world actions toward measurable change.

ONE THEME, MANY PERSPECTIVES

To explore the idea of sustainability, we turned to the experts: Sylvamo Global Sustainability Manager Nathaniel Elser and Chief Sustainability Officer James McDonald. Then, we brought the topic to artists and designers to understand what sustainability means to them. Finally, we answered DYK readers' toughest sustainability questions.

p.s. For more on what sustainability means to Sylvamo and what we're doing about it, visit sylvamo.com/us/en/sustainability.

IN THIS ISSUE, YOU'LL FIND:

- An interview with Firebelly Design's Will Miller about how that design studio supports sustainable community in its hometown of Chicago
- A featured project that will give you not one, not two, but three perspectives on our issue's theme
- Our cover story, which dives into the complicated question of which is better for the environment: print or digital communications?

And, as always, we've got a curated playlist. Perhaps it will inspire your next project?

Until next time,

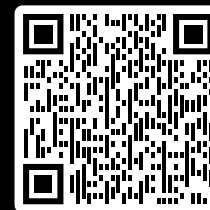
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Associate Brand Manager
Sylvamo

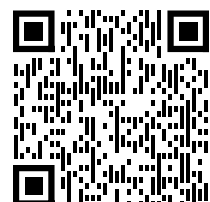


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FOR PRINT
INSPIRATION



HAVE YOU USED ACCENT® OPAQUE TO CREATE SOMETHING ENTIRELY NEW? IF SO, WE'D LOVE TO SEE IT — AND POSSIBLY FEATURE IT ON [ACCENTOPAQUE.COM](https://accentopaque.com).
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PUTTING THE GOOD IN GOOD DESIGN

AN INTERVIEW WITH WILL MILLER
OF FIREBELLY DESIGN

F

Firebelly

For the last 25 years, Chicago-based design studio Firebelly Design has prioritized community and connection over commerce. This diverse band of graphic designers, creatives and strategists — they refer to themselves as a tight-knit team of optimists who believe in each other and their clients' causes — has amassed an eclectic group of clients from across a variety of industries while staying true to their mission of 'good design for good reason.'

Firebelly Senior Director of Design Will Miller has been with the agency since 2007 and leads a design team that has helped develop brands for several Chicago-based organizations, including Divvy Bikes, the City of Berwyn and the Uptown neighborhood on the city's North Side.

For Will, part of what makes Firebelly unique is how the agency's conception of sustainability centers on helping brands use print and digital design to create long-term, prosperous connections with the community.

YOUR WEBSITE MENTIONS THE NOTION OF 'GOOD DESIGN' SEVERAL TIMES. CAN YOU DEFINE WHAT 'GOOD DESIGN' MEANS?

I think Firebelly has answered this question in a number of ways over the years, but most recently I believe it means using design to connect communities. I think our design work helps communities communicate and connect with each other.

I see what we do in the design world as a way to help folks — whether it's a community foundation or an arts organization — support each other, to help them communicate more efficiently and be more successful. And this takes all forms, everything from print to digital via social media or a website.

IT SOUNDS LIKE THE IDEA OF GOOD DESIGN FEEDS INTO SUSTAINABILITY IN THE SENSE THAT FIREBELLY IS HELPING BRANDS BETTER COMMUNICATE AND CONNECT IN WAYS THAT HELP THEM ACTUALLY SUSTAIN THEMSELVES...

When we approach a new branding or identity project, that's definitely what we're thinking about at all times — building strong brands and identities that can help companies or organizations last and build relationships that benefit everyone involved.

We feel our job is to give clients a toolkit on how to communicate more effectively and to show them how to use those tools in ways that set them up for success.

I think we've demonstrated that with almost every project we've worked on or every client we work with, whether that's retail brands or social nonprofit organizations or community-based organizations. The Typeforce event plays into this as well.

CAN YOU TELL US A LITTLE BIT MORE ABOUT TYPEFORCE?

Typeforce began in 2011 as a really small initiative to celebrate the design community in Chicago. We wanted to create something that was really type-focused, like a gallery show that showcased what people can do with letters in print. There were a lot of folks in my orbit at the time doing cool stuff with screen printing, and that really fueled my desire to gather all these different typographic artists in Chicago.

The event has grown each year. We've partnered with a lot of community and arts organizations in the city. We hold the event at Co-Prosperity, an event space that is run by Ed Marsuzki, who also owns Marz Community Brewing, Lumpen Magazine and Lumpen Radio...Ed was a very early adopter and champion of the show, and he's helped create this ecosystem of art and activism that's really cool. Now, the show brings in national and international folks.

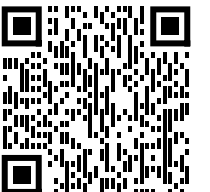
For this year's event, Typeforce 13, we wanted to design a free notebook for attendees that matched the look of the website, which has this cross-stitch motif. We wanted the notebook — in particular the cover — to feel like an extension of the website. We wanted it to use the same visual language. We've done a notebook for several years and it's always a nice giveaway to kind of connect people to the event.

THERE'S THAT IDEA OF CONNECTION AGAIN...

Yeah, I think the notebook is a really interesting way for us to say that everything we do begins with the idea of the printed page. The branding and identity work Firebelly does helps make communication and the connection between communities stronger...that's what I think the notebook represents. It's a physical artifact to remind everyone to stay in touch, to stay connected with each other and to the communities that we live in.

We all want that. We all want to stay in touch, to stay connected.

LEARN MORE ABOUT
FIREBELLY DESIGN. ▶



WHAT'S IT MEAN TO BE GREEN?

DIGITAL MEDIA, PRINT AND THE SUSTAINABILITY QUESTION

The prevailing thought among consumers is that digital communications are more eco-friendly than print. It's a feeling that's largely been perpetrated by companies who switch to digital to reduce costs but frame the transition as one built around a more sustainable business model. You see it primarily with the push for a paperless customer experience, particularly when it comes to transactional communications like bills, bank statements or other financial documents.

It's an interesting narrative, one that has certainly taken hold. A 2023 survey found that 44% of consumers believe that paper products are bad for the environment, and even though this percentage continues to decrease, too many U.S. consumers still view digital media as a more sustainable path simply because it removes paper from the equation.¹

One major challenge for paper is the optics involved in its production. Paper is made from plant fiber, which is predominantly sourced through harvesting trees. The wood is then transported to large, energy-intensive mills to be processed into pulp that ultimately becomes paper. This system, from forest harvests to manufacturing sites, is highly visible to the public. The footprint of digital communication — emails, text messages and online advertising — is more obscure, making the resources required to create digital communication and its environmental impact far less apparent to most people.

This is where sustainable forest management and responsible sourcing practices play a key role in *more* than just mitigating the potential environmental impacts of paper manufacturing — these strategies contribute to more resilient forests, healthier ecosystems and enhanced economic support for rural communities.

"It all comes back to forests," says Nathaniel Elser, Global Sustainability Manager for Sylvamo. "We want our sourcing practices to support conservation and drive implementation of best practices to enhance forest ecosystems. When you think about it, it just makes sense that we do everything we can to support the long-term health of that resource."

U.S. FORESTS ARE NOT SHRINKING — THEY'RE GROWING

One of the biggest arguments against the use of paper for communications is the impact that harvesting has on forests. Critics say that the demand for paper is contributing to deforestation in the United States, but the truth is forested areas in the U.S. are actually growing.

For example, the net forest area in the U.S. increased by 18 million acres from 1990-2020, a rate that is equal to adding 1,200 football fields of new forestland each day.²

Responsible forest management is a key factor behind the thriving U.S. forest network. While 67% of U.S. forestland is legally available for harvesting, removals occur on less than 2% of forestland each year.³

Paper manufacturers that source exclusively from responsibly managed forests actively contribute to growing the U.S. forest network, not diminishing it. And there are a variety of related ecological benefits that come with proper forest management, including preserving biodiversity, conserving and protecting watersheds, mitigating effects of climate change and increasing resilience to wildfires and other natural disasters.

“When you think about it, it just makes sense that we do everything we can to support the long-term health of that resource.”

— Nathaniel Elser,
Sylvamo Global
Sustainability Manager

U.S. FOREST GROWTH & HEALTH BY THE NUMBERS

- 🌱 U.S. forests grow approximately 2x more trees than the amount harvested for paper products every year
- 🌱 The total live-tree volume on U.S. forestland exceeds 1 trillion cubic feet
- 🌱 Net new forest growth each year in the U.S. totals about 25 billion cubic feet

Source: <https://research.fs.usda.gov/treearch/66413>



HOW TO KNOW IF YOUR PAPER IS FROM RESPONSIBLY MANAGED FORESTS

Look for suppliers with certifications from these organizations to know whether your paper is made from responsibly sourced fiber.

- 🌱 The Forest Stewardship Council® (FSC®) is an international non-profit organization that promotes responsible management of the world's forests through certification standards.
- 🌱 The Sustainable Forestry Initiative® (SFI®) is a sustainability organization in the U.S. and Canada that promotes responsible forest management through standards, conservation, community engagement and education.
- 🌱 The Program for the Endorsement of Forest Certification (PEFC) is an international non-profit organization that promotes sustainable forest management through independent third-party certification of national forest certification systems.

Sylvamo's Chief Sustainability Officer, James McDonald, believes this approach to sourcing and paper production is core to Sylvamo's commitment to the long-term health of the entire ecosystem.

"We work collaboratively with our suppliers and forest conservation organizations to aid their efforts in developing actions that improve forest management and fiber procurement practices," says McDonald. "We also support third-party certification of sustainable forest management through forest certification and chain-of-custody systems to meet customer demands."

PAPER = ONE OF THE MOST RECYCLED MATERIALS

"The sustainability of our products includes more than how forests are managed and paper is produced," explains McDonald. "Today's circular economy demands a lifecycle approach to the entire supply chain, and this includes what to do with our paper when you are finished using it."

In 2023, the recycling rate for paper products was nearly 70%, totaling more than 46 million pounds of paper. These figures have more than doubled since the early 1990s, in large part due to increased consumer education about the importance of recycling paper and the viability of using recovered paper in products like containerboard and tissue. ⁴

WHAT'S A DIGITAL CARBON FOOTPRINT?

The problem with the idea that digital communication is the more eco-friendly avenue is that it ignores the fact of our digital carbon footprint, or the CO₂ emissions from the production of digital devices and transmission of digital communications.

⁴ <https://www.afandpa.org/priorities/recycling>



Recycled material like paper can be reused up to 7 times.

— James McDonald,
Sylvamo Chief
Sustainability Officer

A carbon footprint as a byproduct of a more digital communication landscape wasn't necessarily on the public radar as recently as 10 years ago, but the increasing number of connected devices — not to mention the rapid growth and prevalence of AI computing — has put this concept on the map in a big way, and called into question just how eco-friendly a digital world actually is.

For instance, the information and technology sector is currently responsible for as much as 4% of global greenhouse gas emissions each year, with a majority of these emissions coming from networks and data centers — the same networks and data centers that help power content streaming services, social media platforms and more. ⁵

Similar to the growing concern about the global digital carbon footprint is the increase in e-waste, which refers to the volume of electronic devices that cannot be recycled or reused and end up in landfills.

Global e-waste was up by 82% in 2022 compared to 2010, and this figure is projected to continue to grow as devices like smartphones, tablets, TVs, laptops and other connected devices become more prevalent and less expensive to produce and purchase. ⁶

⁵ <https://www.myclimate.org/en/information/faq/faq-detail/what-is-a-digital-carbon-footprint>
⁶ Ramirez, Rachel. "Electronic Waste Has Grown to Record Levels. Here's Why That's a Huge Problem." CNN. March 20, 2024.



The environmental impact to produce and operate digital devices and the lack of recycling infrastructure to properly reuse them makes it difficult to consider digital communication as more sustainable than print.

At a minimum, these factors open the door to a larger conversation about the long-term ramifications of digital communication versus paper.

DON'T TURN THE PAGE ON PAPER

It is not easy to directly compare the impact of digital communications against paper in a zero-sum game of which is more sustainable, or which you should prioritize to do your part in reducing your environmental impact.

However, Elser believes the tide is turning on the narrative that forest products, particularly paper, are inherently bad for the environment.

"I think people are realizing that responsibly sourced and manufactured paper supports the conservation of our natural environment," says Elser. "It's made from renewable resources, it's manufactured using large proportions of bioenergy, the large majority of it is actually being recycled, it doesn't pollute our oceans and won't exist in our landfills for hundreds of years. How many alternative materials can say that?"

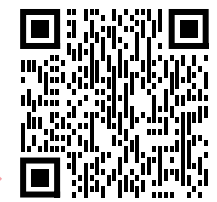




PROJECT INSPIRATION

THESE SKETCHBOOKS HAVE SOMETHING TO SAY

EXPLORE MORE PRINT PROJECTS & GET INSPIRED ▶



seattle

THE EVENT

Creative Works West

THE DESIGNER

Isaac LeFever

THE DESIGN

Cascading waterfalls, gloriously lit mountains and a peaceful forest pay homage to the Pacific Northwest

THE PRINTER

Envision3

THE PRESS

HP Indigo

brooklyn

THE EVENT

Creative Works East

THE DESIGNER

Tou Yia Xiong

THE DESIGN

Anthropomorphized animals walk, bike, skateboard, rollerskate and scoot through a blissfully car-free Brooklyn

THE PRINTER

Envision3

THE PRESS

HP Indigo

boca raton

THE EVENT

thINK Ahead

THE DESIGNER

Chris Brown

THE DESIGN

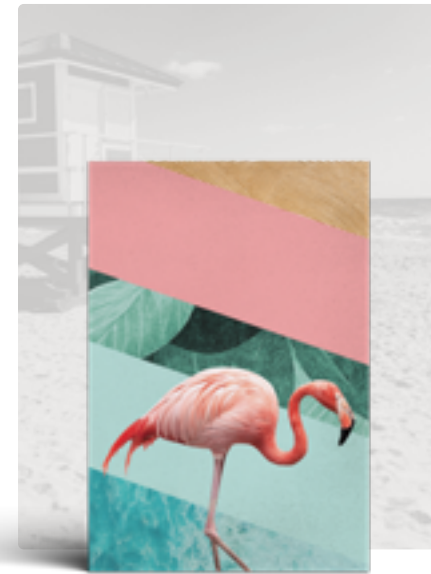
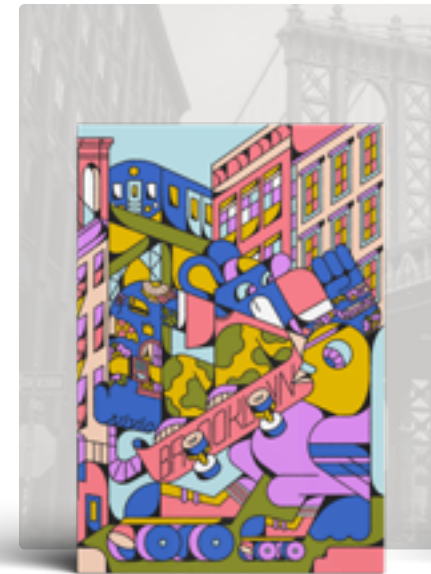
Glittering clear water, palm leaves and rattan with raised spot texture evoke the magic of the Florida coast

THE PRINTER

Canon

THE PRESS

Canon varioPRINT iX sheetfed inkjet press with Harris & Bruno matte and UV gloss finishing



As part of its sponsorship of three 2025 industry events, Sylvamo worked with three artists to create sketchbooks for attendees with event-specific cover art.

Echoing the Accent® Opaque Portfolio Exchange of 2020, each artist was given the same word as their prompt: sustainability. This time, the twist was that each was also given a different event destination city to draw inspiration from.

The result? Each artist's interpretation is uniquely rooted in place, highlighting how our understanding of sustainability is shaped by where we are planted and where we grow.

These sketchbooks demonstrate how Accent and Hammermill® can work together to give projects a premium feel at a economical price point. Taken together, the three covers comprise a celebration of our natural world — and a call to care for it.

PRODUCTION NOTES

Brooklyn & Seattle: 7" x 10" saddle-stitched

Boca Raton: 5.5" x 8.25" finished and saddle-stitched

64 pages

Cover: Accent® Opaque Heavyweights 120 lb. Smooth

Interior: Hammermill® Premium Color Copy 70 lb.

THE ENTIRE ECOSYSTEM

AN INTERVIEW WITH
SYLVAMO'S CHIEF
SUSTAINABILITY OFFICER
JAMES MCDONALD AND
GLOBAL SUSTAINABILITY
MANAGER NATHANIEL ELSER

When done right, paper manufacturing has a variety of benefits. Paper mills are a powerful economic engine for the communities in which they are located, supplying jobs and critical tax revenue for towns and cities. Plus, wood sourced from responsibly managed forests promotes biodiversity and a more vibrant ecosystem.

Sustainability in the modern paper manufacturing world goes beyond simply replanting trees that are harvested — for Sylvamo, it means making a positive and lasting impact at every stage of the process, from the pulp to the people.

Sylvamo's Chief Sustainability Officer James McDonald and Global Sustainability Manager Nathaniel Elser discuss the importance of transparency in sustainability efforts, and how these efforts create a company that is committed to the success of the entire ecosystem, from forests to communities to consumers that rely on paper.

Many companies today have sustainability initiatives baked into their mission but don't provide much in the way of specifics about goals or results. How important is data transparency in sustainability?

ELSER: It's hugely important, and it extends beyond the actual data points. Yes, we always highlight the performance of particular KPIs that are associated with our goals, but transparency is really about consistently disclosing meaningful, relevant information about the things we're doing.

Some years we don't necessarily see as much progress toward our goals as we'd like. But we report on our performance nonetheless and over time we can demonstrate that we're moving in the right direction. I think that's important in terms of inspiring our employees and customers. It builds trust, faith and confidence.

MCDONALD: Sylvamo's strategy is to ensure that we are a sustainable company, by generating profits for our shareowners, protecting the environment and improving the lives of the people we interact with. Our ability to report how we are doing in relation to our goals and targets is very important to our key stakeholders.

Sylvamo's 2030 goals include a variety of different target areas, such as sourcing practices, GHG emissions, workplace safety, forest conservation and childhood education. Is there one connective thread that pulls these targets together?

ELSER: Sure. We often say we're committed to the success of the entire ecosystem. In ecology, an ecosystem is a system of organisms and their interactions with the physical environment. Understanding how ecosystems function is vital to sustainable forest management. We've adapted this concept to inform our view of Sylvamo, the role we play in a larger system and how we interact with various stakeholders through our operations.

This is what we mean when we say we're committed to the success of the entire ecosystem. We want to positively impact not just the forests and watersheds from which we source, but also the landowners and broader communities where we operate — this includes our employees and the people who ultimately use our product.

The idea is that we want to understand every area we interact with and the impact we're having. That said, our commitment to forest management is a large part of what we do, given our goal to enhance, conserve and restore about 250,000 acres of forest by 2030.

Is there one particular sustainability initiative or target area that you're most excited about?

MCDONALD: There are a couple of projects that I'm very excited about right now, particularly those around water conservation. Paper mills do use a lot of water to produce the paper; however, we generally use water up to 10 times prior to returning more than 93% of that water to the environment. The rest is lost as steam or goes out in our products. We are constantly looking for ways to reduce the amount of water we use in our overall production.

ELSER: I'm always most excited about our fiber sourcing and forest conservation work. We do a lot with the various programs and certifications that promote sustainable forest management and responsible fiber sourcing practices. This includes the Forest Stewardship Council (FSC), the Sustainable Forestry Initiative (SFI) and the Program for the Endorsement of Forest Certification (PEFC).

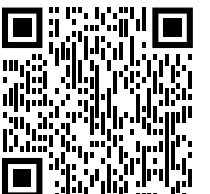
I am a big advocate for the forest products industry. The industry, at least here in the U.S., really does help create and maintain healthy forests.

Landowners rely on revenue generated from harvests to keep their land forested. The healthiest forests are those that are actively managed. Non-managed forests tend to be less healthy, less resilient and more susceptible to environmental stressors. That degrades not just the economic value of the forest itself but also all the ecosystem services it provides — this includes clean air, clean water, wildlife habitat, recreational opportunities and more.

Do you think there is a growing acceptance of paper as a sustainable product amongst businesses or even consumers?

ELSER: I definitely think we're seeing this, yes. We're seeing more and more applications of paper-based materials being used as an alternative to plastics, especially in packaging. I think more businesses and consumers are realizing that most plastics are effectively not recyclable. At the same time, I think people have a better understanding now of the sustainability attributes of forest products, that when properly sourced, these are renewable resources.

**LEARN MORE ABOUT
SYLVAMO'S SUSTAINABILITY
PROGRAMS AND GOALS. ▶**



THE DYK MAILBAG

Have a paper or print question?
We have the answer.

**Q: HOW DO I KNOW IF THE
PAPER MY PRINTER USES IS
SUSTAINABLY SOURCED?**

— Heidi in Tumwater, WA

A: Communicating with your printer about your desire to use eco-friendly paper is a good place to start, as most printers are more than willing to stock and use sustainably sourced paper if requested to do so. There are also a handful of certifications that designate whether paper is produced from responsibly managed forests.

The Sustainable Forestry Initiative (SFI) is a North American organization that recognizes paper sourced from sustainably managed forests, and also helps guide consumers toward partnering with paper manufacturers who work with responsibly managed forests via their online directory.

The Forest Stewardship Council (FSC) is a global non-profit organization that works with a variety of stakeholders to protect forests and promote healthy, resilient forest systems that can be used for the sustainable manufacturing of consumer products like paper. The FSC also maintains certification standards for forestlands, forest products and companies.

The Program for the Endorsement of Forest Certification (PEFC) is a global, non-profit, non-governmental organization that promotes the management of sustainable forest systems via independent, third-party certifications. The PEFC's philosophy is to help forest owners understand and implement the tools and standards to create a renewable, responsible approach harvesting forest resources.

Look for these certifications or specify paper with these certifications to ensure eco-friendly print.



Hammermill® has partnered with veritree

We care about the communities where we live and work. By teaming up with veritree, we can help restore forests, protect biodiversity and create a lasting positive impact on our communities.

What is veritree?

veritree is a restoration platform dedicated to restoring our ecosystems, protecting habitats, boosting wildlife and sequestering carbon through the planting of trees.

Through our partnership with veritree, we've committed to planting 158,334 trees. These efforts will sequester 46,413 tons of carbon dioxide, the equivalent of removing 10,090 cars from the road for one year.



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ABOUT HOW
YOU CAN HELP
US CELEBRATE
EARTH DAY ALL
YEAR ROUND.

Q: HOW DOES DESIGNING FOR AND PRINTING ON A DIGITAL PRESS HELP ENHANCE SUSTAINABILITY?

— Herb in Evansville, IN

A: Designing for and printing on digital as opposed to offset helps enhance your sustainability efforts in a couple of important ways. First, offset printing requires the use of large, pre-produced plates and a variety of chemicals to manufacture and clean said plates — opting for digital removes the plates and chemicals from the equation and reduces emissions of harmful or volatile chemicals.

But perhaps the biggest advantage with digital printing from a sustainability perspective is that digital allows you to print the precise quantities you need, virtually eliminating waste. In the offset press world, you need to print large quantities in order to achieve certain economies of scale. This often results in excess copies that go to waste. Printing only what you need — regardless of the quantity needed — makes for a more responsible use of ink, paper, water and other resources.

Many of today's digital presses are also compatible with water-based inks or those that do not use VOCs — offset presses can use some eco-friendly inks, but these inks are more common with digital press solutions. These inks can be water or soy-based to reduce the amount of harmful chemicals or additives, and new formulations make it possible to achieve the same stunning print and color quality with less colorants.



Q: ARE THERE CERTAIN THINGS I CAN DO FROM A DESIGN STANDPOINT THAT HELP REDUCE WASTE OR MAKE FOR MORE SUSTAINABLE PRINT?

— Winifred in Waco, TX

A: We often think of sustainable print through the lens of the production process and the materials used to print projects. But there are things designers can do in service of sustainability before the print process begins.

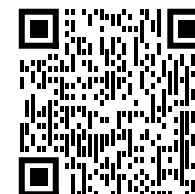
Integrating digital elements with print marketing can provide some unexpected value in terms of a more sustainable approach to print, particularly in creating more engaging communication that prompts a desired action without subsequent print touchpoints.

For instance, designing print marketing materials like direct mail, brochures or catalogs with integrations like quick response (QR) codes can help bridge the print and digital worlds to create a more interactive environment that connects with a target audience. QR codes that open videos, landing pages, coupons or even augmented reality (AR) experiences can help your audience learn about a product or service in a more hands-on way.

This more dynamic approach to marketing communications can increase the likelihood that your audience converts on an offer or completes a purchase, thus reducing the need for subsequent print marketing materials with a similar goal or messaging.

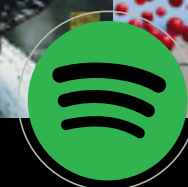
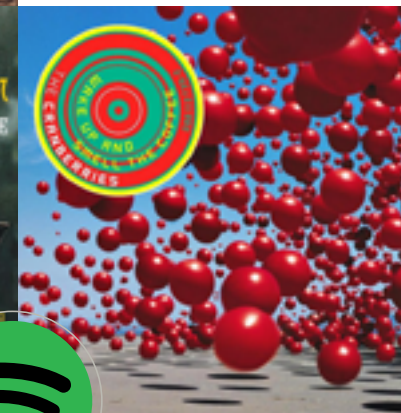
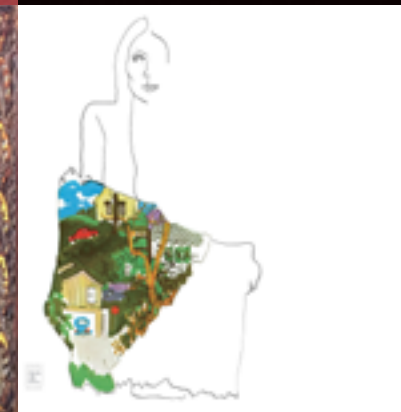


GOT A QUESTION FOR THE DYK MAILBAG? SCAN THE QR CODE TO SUBMIT IT FOR CONSIDERATION FOR AN UPCOMING ISSUE.



SOUND UP

A CURATED PLAYLIST FOR WORK OR PLAY FOR THE LOVE OF FORESTS



SCAN TO LISTEN!

A mix of songs about our collective responsibility to care for this planet we all call home.





The interior of *Did You Know?* is printed on Accent® Opaque 80 lb. Text.
The cover of *Did You Know?* is printed on Accent Opaque 80 lb. Cover.
The magazine is printed on a 40" Mitsubishi press and saddle-stitched.

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