

Welcome to the Tuesday Tree Huggin' Tip!

As part of The Donaldson Group's new Greening Program, this weekly memo will help all of us at The Donaldson Group be environmentally friendly while making our business practices more cost efficient. Yes, you can actually ***hug a tree and save money*** at the same time!

First, I want each and every one of you to ask yourself an important question: *Am I a paper pusher????*

If you said, "Yes!," you're not alone! The typical American office is hooked on the stuff, with some shocking statistics.

- The average office worker uses **10,000 sheets** of copy paper each year.
- The United States alone, which has less than 5% of the world's population, consumes 30% of the world's paper.
- Printing and writing paper equals about one-half of U.S. paper production.

Saving paper saves money!

You're probably thinking, "What's the big deal? My office doesn't spend much on paper." But what most people don't realize is that the cost of buying paper is just the tip of the paper iceberg. For each sheet of paper used, a company incurs not only purchasing costs, but also storage, copying, printing, postage, disposal, and recycling—and it adds up. A recent Minnesota study estimates that associated paper costs could be as much as 31 times the purchasing costs (not including labor). So, that ream of paper that you paid \$5 for really could cost up to \$155!

- Citigroup, a large financial services company, determined that if each employee used double-sided copying to conserve just one sheet of paper each week, the firm would save \$700,000 each year.
- Bank of America cut its paper consumption by 25% in two years by increasing the use of on-line forms and reports, e-mail, double-sided copying, and lighter-weight paper. ^[1]

With these statistics in mind, The Donaldson Group's Greening Program will focus its first campaign on the **Three R's** of paper use – **Reduce, Reuse, and Recycle**.

Tip 1: Reduce office paper waste by using both sides of the paper.

Use the front and back of a piece of paper and cut your paper use and costs in half.

- Set computer defaults to print double-sided.
 - Make double-sided copies when possible.
 - Give it a second chance: Use paper printed on only one side in your fax machine, for draft copies or internal documents, or as scratch paper.
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Just think, you can make a difference for the environment and save money at your property.
Sounds like a win-win situation to me!

Yours in crunchiness,

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