



The Abitibi Paper Retriever™ Program



**Kansas City
St. Louis**

Who is Abitibi?



- **A global leader in the production of recycled content newsprint paper.**
- **One of three newspapers are printed on Abitibi paper.**
- **Nation's largest recycler of paper, recycling over two million tons per year.**
- **Now in its 11th year, the Abitibi Paper Retriever™ program boasts 20,000 locations.**
- **Abitibi Recycling pays millions of dollars each year to its recycling partners.**

Public Education



- **It all starts with the customer.**
 - Who is recycling
 - What are they recycling
 - What motivates them to recycle?

- **How do you get your message across?**
 - Word of Mouth
 - Advertising
 - Inserts/Mailers

What Can You Recycle?



- **Newspapers**
- **Magazines**
- **Shopping Catalogs**
- **Office Papers**
- **School Papers**
- **Mail**
- **Envelopes – with and without windows**



Cost of Quality to the Manufacturer



- Why is Quality important?
- The difference between you and your competitor may be as simple as quality, not just price.
- The better your quality, the better the quality for the manufacturer.
 - Less chemicals they need to use.
 - Less contamination.