

FOR IMMEDIATE RELEASE

Contact: Barbara Chaney  
(305) 833-7728

## **A SWEET DEAL: PAPER MADE OF SUGAR CANE SAVES TREES AND MONEY**

### **Aluminum Paper & Wholesale Introduces Reprograf Tree-Free Paper**

MIAMI, January 20, 2003 – Aluminum Paper & Wholesale is introducing Reprograf, a tree-free paper manufactured from 100% sugar cane fiber waste, or bagasse, to the U.S. market. An eco-friendly alternative to wood-based paper, Reprograf is the latest entry in the small, but growing industry of paper made from “non-wood” sources. While most tree-free papers sell for a premium, however, Reprograf is cost-effective and can compete with inexpensive brands of office paper, which are generally made of virgin wood pulp. It is expected to retail at \$26 to \$32 per case.

“Although businesses are trying to be more environmentally sensitive in their purchases, many can’t afford to pay the extra premium for doing so,” said Erik Sanudo, president of Aluminum Paper & Wholesale. “The fact that Reprograf is affordable means more businesses, even small businesses, can choose to help the environment, while saving money on office paper.”

Suitable for general office printing and copying, as well as commercial printing, Reprograf is a 20-pound, acid-free paper, with a high brightness (90). It is manufactured in Colombia and is made from bagasse, the fiber waste of sugar production. Sugar cane is pressed or crushed during production, leaving a tough, fibrous waste that is usually burned or discarded.

(MORE)

The company converts this waste to paper by liquefying it and turning it into a pulp that is then dried and pressed.

The greatest benefit of using tree-free paper is reducing the rate of deforestation and maintaining forest habitats. Approximately 9,300 trees are currently destroyed for every 500 tons of paper. According to the Technical Association of the Pulp and Paper Industry, annual global consumption of paper is projected to rise to more than 400 million tons by 2010. These figures underline the increasing importance of using non-wood sources for paper. Tree-free alternatives offer other benefits: they generally require fewer chemicals and less energy in the paper-making process. Although other non-wood materials are also used, including cotton, hemp, flax, rice, wheat straw and the kenaf plant, bagasse is an optimal source, since sugar cane is one of the world's most widely grown crops.

Aluminum Paper and Wholesale is a manufacturer and distributor of aluminum, paper and plastic goods based in Miami, Florida.

###