



hoffmaster®

*Color Fashion Design*



We're EarthWise™  
for you



*H*offmaster®, the market innovator of premium disposable tableware products, is committed to being environmentally conscious throughout our facility, during the manufacturing process and with the products we offer.

*H*offmaster® strives to ensure that all processes are as efficient as possible at all levels of the company. Suppliers are evaluated to ensure raw materials are responsibly sourced. Waste is reduced and recycled. Product packaging has been reconfigured, where possible, for maximum cube efficiencies.

*A*s the world focuses on environmental solutions, Hoffmaster® continues to create innovative and environmentally preferable products. We recognize that the term “green” can be confusing. We hope this brochure will help explain what it means to be environmentally friendly and motivate you to be “Earth Wise™” too!

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## Introduction



### *P*re-consumer recycled materials:

- Products recycled at the point of manufacture rather than by consumers.

### *P*ost-consumer recycled content:

- Obtained from things people have actually used in their daily lives and then recycled at their home or office. The higher the percentage of post-consumer content a product contains, the more preferable it is.

### *R*ecyclable:

- Products can be collected, separated or recovered from the solid waste stream and used again.

### *B*iodegradable:

- Materials will break down and return to nature within a reasonably short time after customary disposal. Hoffmaster® tissue napkins are biodegradable based on standards set by the Biodegradable Products Institute (BPI).

### *C*ompostable:

- Products will break down in a safe and timely manner in home compost piles. A “timely manner” is approximately the same time that it takes organic compounds like leaves, grass and food to compost.



*W*e've determined areas throughout our facility where energy efficiency improvements can be made. Below is an example of how a small change can make a big difference.

*L*ighting:

- The entire facility was relamped with high efficiency bulbs.
- Although it appears harmless, lighting causes air pollution. Each day your local power plant burns fossil fuels to generate electricity. Burning these fossil fuels generates air pollutants.
- Based on U.S. Environmental Protection Agency (EPA) guidelines, our lighting project will help to decrease air pollution and will have the same effect on the environment as:
  - Planting 340 acres of trees
  - Removing 263 cars from the road each year
  - Saving 168,507 gallons of gasoline each year

*F*acility  
Improvements



Earth Wise™



The products you are about to review will help you in your efforts to become more environmentally friendly. Hoffmaster® currently offers nearly 50 stock recycled items, including the Earth Wise™ line, which is Green Seal™ certified.

### Placemats

- 100% recycled
- 40% post-consumer content
- Processed chlorine free

### Napkins

- Exceed the EPA guidelines for recycled and post-consumer content
- 100% recycled
- 30% post-consumer content
- Processed chlorine free

### Earth Wise™

- An environmentally responsible line of recycled paper products certified by Green Seal™
- 100% recycled
- 65-80% post-consumer content
- Processed chlorine free



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Products



## You should know:

- According to the National Restaurant Association, 62% of consumers are likely to choose a restaurant based on its environmental friendliness. Earth Wise™ products from Hoffmaster® are the perfect option!
- Recycling helps sustain the environment for future generations.
- Operators could significantly reduce their consumption, waste and cost to serve if they purchased the right product on the front end instead of opting for the low price product.
- Water will eventually cost both homeowners and businesses more than their electricity, gas and phone service combined (Utility Business).
- Resourcesaver.org states that each ton of post-consumer paper we use saves 17 trees.
- According to Abitibi Paper Retriever, each ton of recycled paper can save: 380 gallons of oil, 3 cubic yards of landfill space, 4,000 kilowatts of energy and 7,000 gallons of water. Hoffmaster® recycles over 5,000 tons of paper annually.

## Tips to conserve:

- Switch to energy efficient bulbs which save 75% of electricity and last four times longer.
- Turn off water faucets in between use to conserve both water and energy.
- Use recycled paper with as much post-consumer recycled content as possible.
- Choose vendors like Hoffmaster® who pride themselves on their environmental stewardship.



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For Your  
Information



## *A*ren't disposable napkins worse for the environment?

- Surprisingly, NO! The pollution associated with rented linens is much higher than that of disposable products. This is primarily due to the chemicals used in both the manufacturing process and to clean linens. A large amount of waste is also generated from soiled or damaged linens.
- It is more environmentally friendly to purchase disposable products vs renting linen because there is a substantial cost savings in terms of energy, water, repairs and labor.

## *H*ow many times can a piece of paper be recycled?

- According to an FSC certified recycled paper supplier, it is important for consumers to keep in mind that recycled paper cannot be recycled indefinitely. Because paper fiber can only be reprocessed 5-7 times before the fibers are too weak to make new products, it will always be necessary to harvest trees for new fiber.

## *A*re Hoffmaster® napkins recyclable or biodegradable?

- Because our napkins are made from paper fibers, a renewable resource, our napkins are both biodegradable and recyclable.

## *I*s Hoffmaster® plastic cutlery recyclable?

- Yes, the plastic cutlery used for our CaterWrap® products is recyclable at a level 6.

\* For more recycling information, contact your local recycling facility.



## What does it mean to be Green Seal™ Certified?

- Green Seal™ is an independent non-profit organization dedicated to safeguarding the environment and transforming the marketplace by promoting environmentally responsible products. The Green Seal™ on our Earth Wise™ products tell you they are the best you can buy in terms of environmental impact, packaging and performance.

## How long does it take resources to renew?

- Our paper products are made from trees which generally take about 15-20 years to grow back according to a recycled paper supplier. However, 100% recycled products renew immediately and we offer nearly 50 stock recycled items.

## What is happening to the forest?

- Hoffmaster® has aligned itself with partners dedicated to sound environmental practices. Several of our main suppliers are SFI and/or FSC certified. According to Abundant Forests Alliance, U.S. forests are growing, not diminishing. More than 1.7 million new trees are planted each day which more than makes up for what is harvested.

## What is SFI and FSC certification?

- SFI stands for Sustainable Forestry Initiatives and FSC is the Forest Stewardship Council. Both SFI and FSC are among the world's leading forest certification programs. Only 10% of the world's forests meet SFI or FSC standards, according to Fortune magazine and Hoffmaster® has aligned itself with these partners. SFI and FSC seek to increase sustainable forestry practices worldwide.

*Since 1947, the Hoffmaster® brand name has been known for innovative and premium disposable tabletop products. Hoffmaster® continues to provide you a one-stop source for all your specialty tabletop needs.*

*As you browse through our environmental brochure, you will see that Hoffmaster® is committed to being environmentally conscious at all levels of the company to ensure a sustainable environment for generations to come.*

This brochure is printed with soy-based inks and supports the following:



100% post-consumer papers



Certified processed chlorine free



Paper made with 100% renewable energy



Post-consumer content & sustainable mill practices

