Gil Yaron, the “ecopreneur” behind earth-friendly online office supply shop Frogfile , shares some information about how businesses can make greener choices when it comes to paper, the ubiquitous office resource.

How much paper do we use?

Offices are notorious for heavy paper consumption; the **average office worker goes through a whopping 10,000 sheets of it in a single year**
. It is important for companies to make it known to their employees, and vice versa, that paper is not just an ever-present fixture, it’s a commodity that happens to be highly resource-intensive. Using paper more wisely, however, is only half the battle.

How can we cut down on paper use?

When asked about the easiest ways businesses can cut down on their paper consumption, Gil advises **not printing reports, emails or other documents unless necessary** and to incentivize staff or departments based on reduced consumption through contests or benefits.

What are the issues in ethically sourcing paper?

Where socially responsible paper products available to Canadians are concerned, Gil tells EC, “There is no issue about ethical sourcing when it comes to papers manufactured in Canada and the US as far as I am aware, other than possibly unionization. Key criteria for consideration is source of fibre, percentage of post-consumer recycled content, processed chlorine-free or totally chlorine-free bleaching, location of mill in proximity to customer, certifications and third party verification of claims made regarding the paper, method of shipping the paper to market.”

Shipping remains a major contributor to the carbon footprint of various industries and is still an area that requires some serious innovation. Gil suggests that companies delivering paper can use biodiesel to reduce GHG emissions while businesses can consolidate their ordering to reduce the amount of deliveries being made. Frogfile has a number of programs in place to encourage customers to do this.

Where will Frogfile be in five years? Gil says, “I really have no idea. I imagine that when the market rebounds we will continue on an upward trajectory with great public interest in eco

products generally. Many think we will remain a niche player, but I can only hope that our offerings will become mainstream."

So do we!

Check out EC's brand-spankin'-new EC Buying Guide: Paper to learn more about earth-conscious choices.

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