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Recycled Papers: The Essential Guide



Synopsis

Paper is the largest single component of municipal solid waste, and the recycling of paper must be part of any resolution to the current garbage crisis. Because there are no uniform standards for the generic term "recycled," it is still difficult for paper users to make environmentally responsible purchasing decisions. Myths, misinformation, and confusion abound. This first comprehensive guide to recycled printing and writing papers will therefore be an invaluable resource for anyone involved with printing, production, design, or issues of recycling in general. The book itself, printed on four different types of recycled paper, is a demonstration of the quality that informed designers and publishers can achieve. In concise, nontechnical language, Claudia Thompson explains the dimensions of the solid waste problem, the history of papermaking, the elements of recycled paper production (including current definitions and standards), the physical properties and printing characteristics of recycled papers, the potential impact of designers on recycling, and possibilities for the future. *Recycled Papers: The Essential Guide* was sponsored by the American Institute of Graphic Arts under the direction of Claudia Thompson, a graphic designer and Principal of Claudia Thompson Design in Cambridge, Massachusetts. Ms. Thompson's work on environmental issues started with the first Earth Day in 1970, and she has been researching the subject of recycled papers since 1988.

Book Information

Paperback: 176 pages

Publisher: The MIT Press (March 12, 1992)

Language: English

ISBN-10: 0262700468

ISBN-13: 978-0262700467

Product Dimensions: 0.5 x 8.8 x 11.8 inches

Shipping Weight: 1.5 pounds

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (1 customer review)

Best Sellers Rank: #5,838,283 in Books (See Top 100 in Books) #102 in [Books > Science & Math > Environment > Recycling](#) #1551 in [Books > Engineering & Transportation > Engineering > Civil & Environmental > Environmental > Waste Management](#) #9867 in [Books > Arts & Photography > Graphic Design > Techniques](#)

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A Chinese proverb says that a journey of a thousand leagues begins with a single step. Court

official Ts'ai Lun took one of those steps about 2000 years ago when he made the world's first recorded paper with discarded cloth, hemp, rags and tree bark. Japanese papermakers took another step almost 1000 years ago when their guilds repulped Imperial Library documents into a highly prized unbleached gray as history's first recorded paper recycling. Now, the United States is beating all world use and waste records while in the second hundred years of making paper from wood fiber. Graphic designer Claudia G. Thompson seeks to get back on course with clearly defined paper recycling programs. She suggests adjusting presses to the greater tension and slower speed often needed for recycled stock; avoiding stretching across the grain for sheet-fed paper or in both directions for exceptionally large sizes by placement towards the middle and leading edges; fighting against dot gain by screening and separating into halftones especially in the midtones, against ink tack with fully compressible and softer surfaced blanket type, and against less uniform solid ink coverage hold-out by passing color twice and with more pressure. RECYCLED PAPERS: THE ESSENTIAL GUIDE is printed with soybean oil-based ink and 4 kinds of recycled paper. The book tells how to make and recycle paper along with which design and finishing touches are recyclable, such as embossing, die-cutting, vegetable-based oils, and water soluble adhesives in bindings and glues. It gives a complete prepress-press-postpress picture with Mark Beach's GETTING IT PRINTED, Poppy Evans' THE COMPLETE GUIDE TO ECO-FRIENDLY DESIGN, Gary G.

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