

HOW TO...

# MAKE YOUR CUSTOMERS GO GREEN

Making recycled paper an easy sell

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We all know we should be doing something to reduce our impact on the environment. We all think about it, but, let's face it, most of us put it in the 'too hard' basket and leave it there. But going green doesn't need to be painful. Recycled paper is an easy way to make a difference and is increasingly appealing to UK offices.

So, what do you say when a customer asks about your environmentally friendly paper options? Do you have all the answers you need or is all the environmental jargon too complicated and confusing?

Well relax, you don't need to become a 'green' expert to sell a recycled paper. What you need is clear, simple answers to the key issues. Most of your customers want an easy choice, not a lot of detailed information. Stick to the basics and it'll save a lot of hassle.

*Here's what you need to know to help your customers go green:*

## HOW RECYCLED IS IT?

The easiest way to compare recycled papers is by looking at the amount of recycled content. Some papers only have a small percentage of recycled content while products like our Evolve paper are 100% recycled. Generally, papers with higher recycled content are considered to be 'greener' options.

## WHERE IS IT MADE?

People are becoming more aware of 'product miles' – the distance products travel to get to the end user. That means customers may want to know where the recycled paper is made.



## WILL IT PERFORM?

Yes. Some people still worry about the quality of recycled papers. But leading brands such as Evolve give end users the same levels of performance and quality as virgin papers. Additionally, the best brands are guaranteed for all office and offset equipment, including colour, and give an archiving guarantee. There is no need for a compromise anymore.

## NOT CONVINCED?

For the sceptics, why not send a sample? Most manufacturers provide their stockists with free sample packs and we find it is often the best way to get the message across.

If you give your customers clear, simple facts you'll keep the majority of them happy and help them make a good, green choice. If you need more information most manufacturers have fact sheets and production details available on their websites. ■

## TOP TIPS

&gt;&gt; 1.

**BE CLEAR ABOUT THE PERCENTAGE OF RECYCLED CONTENT**

&gt;&gt; 2.

**BE CONFIDENT THAT RECYCLED PAPERS PERFORM AS WELL AS NON-RECYCLED PRODUCTS, EVEN IN COLOUR**

&gt;&gt; 3.

**SEND A SAMPLE PACK – IT'LL CONVINC ANY RECYCLED PAPER SCEPTIC**