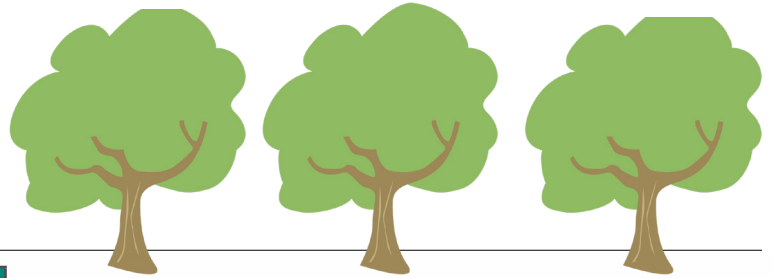


A Sustainability Report Card of Telephone Directory Publishers

Virgin paper production for phone books in the U.S. uses wood fiber = to an estimated **4.68 million trees annually!**






Publisher	Final Grade
Names and Numbers	B
The Berry Company	B
Dex Media	B ⁻
YP Real Yellow Pages	B ⁻
Hibu/Yellowbook	C ⁺
Local Edge	C
Hagadone Directories	D ⁺
Valley Yellow Pages	D ⁺
Haines Local Search	D
Pinnacle Publishing	D ⁻
Sunshine Pages	D ⁻
User-Friendly Phone Book	D ⁻
Ziplocal	D ⁻

Why a report card?

This [Sustainability Report Card](#) highlights those phone book publishers using environmental “best practices” and those in need of improvement, while reiterating the need for increased transparency, accountability, and commitment to sustainable production.

Sustainability indicators

-  Do they provide opt-out options?
-  Do they source sustainable paper and ink?
-  Do they support recycling programs?

The good news

100% of publishers allow residents to opt-out of receiving a telephone directory

Resident support

5,450+ supporters signed PSI’s petition for more transparency & sustainability

¹ One pound of groundwood paper uses approx. 12 trees. Source: <http://conservatree.org/learn/EnvirolIssues/TreeStats.shtml>



PRODUCT STEWARDSHIP INSTITUTE

Sustainable Solutions to Protect Our Environment

Keep in touch with the **Product Stewardship Institute (PSI)** to learn more about phone book stewardship and sustainability.

Questions? Contact Scott Cassel, Chief Executive Officer/Founder scott@productstewardship.us, (617) 236-4822.