



WNP

waste not paper

2010
EVERYDAY CATALOG

what we use every day can be
BEAUTIFUL, CREATIVE
and FRIENDLY to the world

It's a decade after the millennium and over 15 years since **waste not paper** made its debut into the world of paper. Let's celebrate the old and welcome in the new with our truly special 2010 Everyday Catalog.

INDIA COLLECTION

Our newest collection is inspired by the textures, colors and patterns of a vibrant culture and country – India. This line consists of six proprietary designs, brought to us by the unparalleled Paper Source design team. In addition to note sets, wrap and bags, we are offering a number of corresponding papers from around the world.

LUXE IS BACK, BABY!

What's old is new, and we are thrilled to let you know we are bringing back our original luxe paper. We take our customer feedback seriously, and we were listening when you expressed concern and frustration over our switch to Luxe Fino in 2009. Over the past few months, we have been working with our Italian mill to come up with an exclusive formula that combines the recycled benefits of Fino with the rich texture and weight of the original luxe. Starting in February, you can expect to receive paper with the same weight, texture and color from 2008. Milled for us in Italy and available only through our company, this eco-friendly paper contains 30% post-consumer waste, 20% cotton and 50% FSC wood pulp. It's good news for everyone – you, us and the earth.

BULK LINE

After a year of transition, the **waste not paper** bulk line is set. If you fold out the back cover of this catalog, you will find our bulk matrix. Those colors and styles noted are part of our "go-forward" line. These items will always be available to you and your customers, as we commit to stock levels in all key shapes and sizes.



Visit us at www.wastenotpaper.com and place your orders online today!

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