



The Write Choice

Green paper feeds the growing demand for eco-friendly stationery. See how design and green are working in tandem to create waves in a category you can't afford to ignore.

Heather Johnson Durocher

N

o, it's not a contradiction in terms. 'Green' and 'paper' *do* go together. As your customers are becoming increasingly aware of their environmental footprint—and exercising their priorities with their wallets—large numbers of vendors are catering to the demand for green. They are creating well-designed, eco-friendly stationery. As a result, green stationery in stunning designs is becoming an important market segment.

