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**IN ONE HUMBLE ROLL OF BATH TISSUE,
INSPIRATION TO SAVE ONE MILLION TREES**

Marcal® Small Steps® Launches Consumer Movement; Shows Going Green in Paper Goods Means Real Environmental Benefits & Zero Sacrifice

NEW YORK, NY, February 18 – The next time you change that bathroom roll, think *ninety-eight to two*. While almost unthinkable for an environmentally awake nation, 98 percent of tissue products used in American homes comes from trees cut down just to make them. That's a lot of bath tissue, paper towels, napkins and facial tissues: more than 7.2 million tons, at the expense of some 123 million trees annually, according to *National Geographic*.

The other two percent? That's the share of household paper goods made from 100 percent recycled paper. Marcal® knows the numbers inside out, because it makes three quarters of that two percent, sold under its Marcal® Small Steps® brand. Everything Marcal makes is from 100 percent premium recycled paper, with the perfect combination of strength, absorbency and softness, but without the "green premium" pricing we've come to expect, nor the chlorine bleach or dyes often found in mega brands.

Marcal did some more math, and found if every American household switched to just one package of any Marcal Small Steps product -- bath tissue, paper towels, napkins or facial tissues -- one million trees would be saved. The calculation inspired "The Marcal Movement", announced today at the Green Products Expo at New York City's Marriott Marquis Hotel, inviting consumers to join Marcal Manufacturing CEO Tim Spring in taking that one small step to help make a real difference. A major, multimedia advertising campaign launching late next month, and at www.marcalpaper.com just ahead of Earth Day, will bring Spring's message to millions.

"It's a genuine paradox. Sticking used paper in blue bins instead of the trash is now entrenched behavior, but when it comes to paper we buy for personal use, the recycled message somehow gets lost," said Spring, an avid backpacker. "Of course I'd love America to switch to Marcal by the millions, but the Marcal Movement is really about getting people to hit the reset button on their paper purchasing habits, and understanding how just the smallest of actions can do big things.

What's it all worth? The U.S. Department of Agriculture says one tree alone produces some 260 pounds of oxygen per year; two mature trees can supply enough oxygen to support a family of four. AmeriFlow Recycling estimates every 17 trees saved helps the earth absorb 250 pounds of carbon dioxide annually.

Spring cited Europe's green paper revolution as inspiration, where 40 percent of household paper goods now come from recycled paper. "One country, a growing willingness to help the planet...imagine what we can do here," he said.

"It starts with awareness, then it takes a willingness to read labels. Some very well known brands are selling green-themed products with minimal recycled paper content. We call that practice 'greenwashing,' and ultimately, we believe that it does far more harm than good," Spring said. "That's why we have added an environmental facts panel to the front of our label, fully disclosing what goes into every product we make."

Marcals isn't merely "going green" for the occasion, to capitalize on America's environmental awakening. The company is an industrial environmental pioneer, making its own paper from recycled paper since 1950, saving countless trees and landfill space along the way. Seventy percent of the recycled paper Marcals uses -- collected curbside from residential neighborhoods, from small blue baskets in office buildings, unwanted junk mail and printer's waste -- comes from within 150 miles of the company's Elmwood Park, NJ manufacturing facility, minimizing fuel usage and emissions.

Marcals products are distributed in grocers, club stores, mass merchants and drugstores, other retailers for home consumption and to distributors for away-from-home use in hotels, restaurants, hospitals, offices and factories. For more information, visit www.marcalsmallsteps.com.

Since 1950, Marcals has been helping families take a small step towards making a big difference, with affordable paper products that are good for you, and good for the earth. Help us save 1,000,000 trees this year by switching to Small Steps.

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