Our Product Is Crap—But Beneficially

Eco-printed products company Pixxlz [1] is thinking of changing its tag line from "We Print Green" to "Our Product Is Crap." After much research and testing on its eco-friendly printing presses, Pixxlz has figured out how to manufacture paper that is not comprised of one single tree; it's made from elephant dung.

"Not only is it fun to talk about," says Pixxlz President Lindsey Burkhardt, "but it looks great, too."

Aside from the paper's aesthetic draw, according to the company, the Sri Lankan-based Mr. Ellie Pooh paper has a significantly reduced carbon footprint (when compared to the manufacture of conventional paper), could potentially help a decades long conflict between farmers and elephants, as well as could enable the boosting of the Sri Lankan economy, plus the obvious, save trees.

The company claims that Mr. Ellie Pooh—also affectionately dubbed the Poohper—is a quality alternative to expensive hand-made papers, and that it prints very well on Pixxlz's digital and soy ink presses. The Poohper paper is currently available in an array of colors in various cover and card stocks.

There are no toxic chemicals used in the paper-making process, only basic bonding agents like alum and rosin, along with water-soluble salt dyes for coloring. Free of bleach and acids, the paper-making process also avoids the introduction of alkaline solutions during manufacturing. According to the company, these hand-made papers also incorporate an ideal pH value for photography preservation.

Pixxlz further offers paper industry leader Mohawk's 30 to 100 percent post consumer waste (PCW) on every printed products order.

Made from 100 percent recycled materials and manufactured with renewable energy, these FSC-certified carbon-neutral papers are a welcome addition to the green standards to which the company adheres. By providing a choice between 30 to 100 percent PCW stock, Pixxlz's goal is to help educate the consumer as well as reduce costs because of increased orders.

"There are very few [printed products] companies that offer 100 percent PCW paper," says Burkhardt. "We truly want our competition to jump on the bandwagon and offer the same papers that we do. The supply and demand will drive the paper prices down while raising eco-consciousness."

Burkhardt jokes, "Pixxlz now offers stock made from 100 percent PCW, as well as post elephant waste," but adds seriously, "of course the papers don't really smell."

No matter how you cut it, Pixxlz is trying to do its part to educate consumers, while offering the most innovative and eco-friendly paper stocks for its printed products.

Says Burkhardt of her latest eco-find, "We've dung it again!"

Pixxlz is an online printed products company based in Cambridge, MA, utilizing environmentally safe products in every stage of its no-waste printing process, including chemical-free toner, soy, and water-based inks and recycled papers.

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