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## **Scrapbook Company Goes Green to Save Memories and Trees**

*Piggy Tales' entire collection now made entirely of recycled paper*

[Las Vegas, Nev.] January 28, 2008— With the 'green' initiative stronger than ever, people are doing what they can to preserve the environment and save energy. Now, one scrapbooking company is bringing 'green' to a new level in an industry known for its dependence on paper production.

Piggy Tales, a family-owned and operated international scrapbooking company, is the first major scrapbooking manufacturer to print its entire collection of scrapbook paper on certified recycled paper with organic based ink. The company will roll out its new product at the upcoming Craft & Hobby Association's Winter Convention and Trade Show in Anaheim, CA on February 10-13.

"For an industry that is made up of more than 70 percent paper products, going 'green' with our paper seemed like a logical and responsible step," said Debbie Juden, CEO of Piggy Tales. "We want to do our part to preserve our natural resources, and we want to be able to give scrapbookers the means to do the same. Scrapbookers are naturally passionate about saving memories; now we are giving them the chance to save the environment as well. It's just one more reason to feel good about scrapbooking."

Ryann Juden, Vice President of Piggy Tales, agrees that now is the perfect time for a scrapbooking company to 'go green.'

"After only 2 years in the industry we are known for our innovative products, and we are excited to lead the over \$2.6 billion a year scrapbook industry into an era of heightened environmental consciousness," he said. "Using recycled materials in a hobby that is inherently reliant on the paper industry makes great sense for scrapbookers and crafters alike. I think people want to feel good about supporting the green initiative and that includes the paper they buy. If given a choice, I think most scrapbookers would choose the recycled paper to create their memory books and projects."

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Many paper companies shy away from recycled paper because of higher costs and it can be difficult to maintain the vibrant colors and creative designs that are trademarks of popular scrapbook paper collections, but Piggy Tales owners say the challenge is worth it.

“In our industry, changing the paper can be a risky proposition because it’s not just an office supply staple for us,” said Debbie Juden, “it represents the majority of our annual sales. We wouldn’t have taken this step towards recycled materials if we weren’t 100 percent confident that our paper would still have the sharp designs and great color collections that our customers have come to expect from Piggy Tales.”

In addition to using recycled paper, Piggy Tales’ paper is lignen and acid free and is printed with soy ink rather than the standard petroleum-based inks. Soy ink contains non-toxic soybean oil and is not only more environmentally friendly, but also makes it easier to recycle the paper.

“We estimate that converting our entire paper supply to recycled paper will save more than 100 trees in a year,” said Ryann Juden. “There are more than 25 million people in the US alone that call themselves scrapbookers; if we can encourage even a fraction of them to use recycled products, we can all make a huge impact on the total number of trees used in paper production.”

**For more information on Piggy Tales, visit [www.piggytales.com](http://www.piggytales.com).**

### **About Piggy Tales**

Piggy Tales was founded in 2006 as a family-owned and operated scrapbook supply manufacturer located in Las Vegas, Nevada. Piggy Tales specializes in creating unique and fun scrapbook supplies named after favorite fairy tales. With more than fifteen collections and more than 150 designs, Piggy Tales is leading the industry with its ‘green’ initiative.

***Note: Paper samples and photography available upon request***

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