



January 8, 2013

Mr. Larry Page, CEO
Mr. Eric Schmidt, Chairman
Google, Inc.
1600 Amphitheatre Parkway
Mountain View, CA 94043

Dear Messrs. Page and Schmidt:

Needless to say the organization I represent is shocked and alarmed to learn of your company's campaign to encourage consumers to "Go Paperless in 2013."

While we appreciate that it is in your best and self-interest to operate in a digital world, inferring that going digital is better for the environment is not only inaccurate, it is irresponsible. The amount of energy that is used by servers and individual devices far exceeds that used in the production of printed goods and the amount of energy required for electronic devices is increasing.

In addition, the campaign seems to be clearly in conflict with the recently revised Federal Trade Commission's "Green Guides" that define appropriate environmental marketing and claims.

The printing industry and the products it produces has been at the forefront of sustainability and led the way utilizing sustainable manufacturing processes. The primary raw material for printing is paper, which comes from trees, which are a completely renewable resource—so renewable that today our country has 20 percent more trees than it did on the first Earth Day, which was held more than 40 years ago.

Printing is the only medium with a one-time carbon footprint—all other media require energy every time they are viewed. Electronic devices, such as those used by Google and its partners in the Go Paperless Initiative, require the mining and refining of dozens of minerals and metals, as well as the use of plastics, hydrocarbon solvents, and other non-renewable resources. Moreover 50-80 percent of electronic waste collected for recycling is shipped overseas and is often unsafely dismantled. For



Google to call for a paperless world to save the environment is hypocritical to say the least.

We all must do our part to respect the environment, but pitting one segment of the communications spectrum against another is not the right way to achieve this goal. How would your company feel if the almost 1 million direct workers in the printing industry encouraged their families and friends to go “Google-Less” in 2013? This is something to consider given that 67 percent of online searches are actually driven by offline messages.

We respectfully request you reconsider this ill-conceived idea.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Makin".

Michael Makin, MBA
President and CEO