

# OLD TELEPHONE BOOKS A RECYCLING JOURNEY



## BACKGROUND

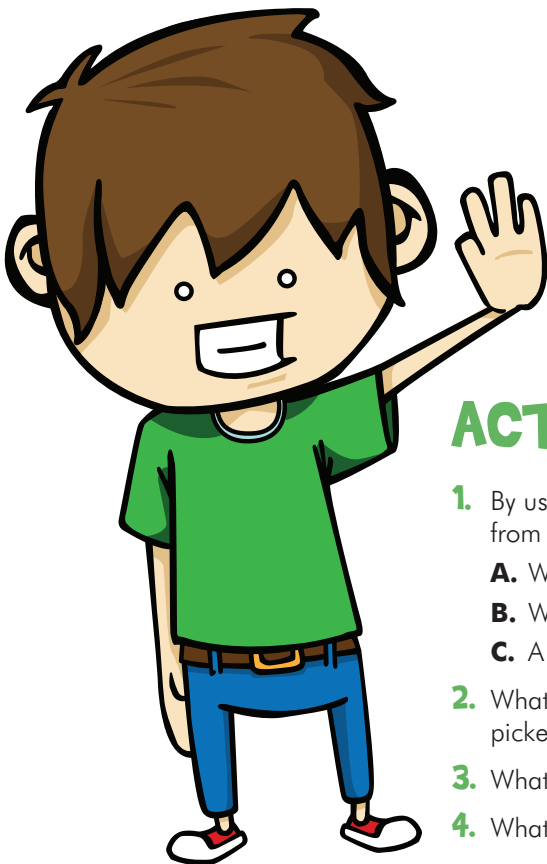
Sensis is Australia's leading information resource, with a network of products and services spanning print, online, voice, mobile and satellite navigation, including the likes of Yellow Pages®, White Pages®, Whereis® and Citysearch®.

Sensis' Yellow Pages® and White Pages® directories connect people with each other as well as important services in their local communities such as doctors, schools, emergency services, vets and many others.

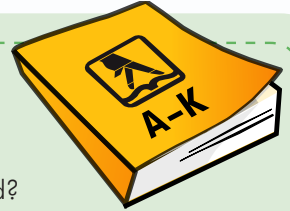
Each year, homes and businesses all over Australia receive a new Yellow Pages® and White Pages® directory with updated contact information. But what happens to their old directories once the new ones arrive?

Well, today we're pleased to tell you that 75 per cent of Australians recycle their old phone directories, thanks to Sensis' partnership with Visy Recycling.

Together, Sensis and Visy developed a program allowing Australians to place their old telephone directories in their normal household recycling program, along with their newspapers, bottles and other recyclables.



## THE METHOD



So, how are the Yellow Pages® and White Pages® directories recycled?

1. Old telephone directories are collected from recycling bins and delivered to Visy Recycling. From there they are transported to the Visy Paper Mill.
2. Here the telephone directories are mixed with other waste paper and cardboard and pushed onto a conveyor.
3. The conveyor delivers the waste paper and cardboard into large mixing pots or 'hydro-pulpers', where they are stirred in recycled water until the fibres break down to produce a pulp known as 'slurry'.
4. The pulp is then strained to remove non-recyclables such as plastics, string, paper clips and staples.
5. Then, the pulp is de-inked to remove writing and pictures from the pages.
6. The pulp is pressed through large rollers to dry, then rolled onto 'jumbo reels'. These jumbo reels contain 14km of recycled packaging paper and weigh 10 tonnes. This whole process takes around one hour.
7. The jumbo reels of recycled packaging paper are then wound onto smaller, more manageable paper reels and transported to Visy Board, where they are converted into cardboard boxes.

So, make sure you recycle your old phone directory when your new one arrives!

## ACTIONS / QUESTIONS

1. By using your White Pages® or Yellow Pages®, look for and list five phone numbers from your favourite place. This can include places like:
  - A. Where you go shopping
  - B. Where you have your swimming lessons
  - C. A place you and your family like to eat
2. What are the Yellow Pages® and White Pages® directories turned into after they're picked up by Visy and recycled?
3. What percentage of Australians recycle their phone directories today?
4. What should you do with your old directory when your new one arrives?