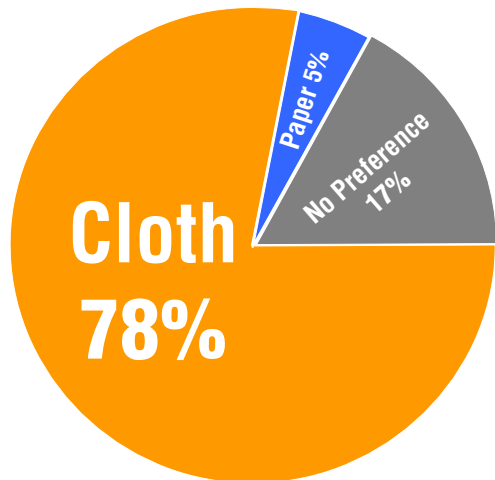


# PAPER vs. CLOTH

Would you prefer to dine with cloth or paper?



Research shows that customers prefer cloth napkins.

Source: "Cafe Napkin Consumer Attitude Survey, Dando & Company, 1994"



## PRICE FACTS

Customers use more paper than cloth napkins per meal. What's the real cost of paper?

\$ \_\_\_\_\_ /paper napkin x 2.5 napkins/meal = \$ \_\_\_\_\_

Plus, there are additional soft costs for paper:

- Waste removal & disposal cost.
- Inventory cost.
- Employee waste cost.
- Benefits to restaurant image.
- The satisfaction of the restaurant customer.

"Linen Like" Paper Napkins cost twice as much as cloth!



GP Essence Impression Dinner Napkin

~~\$84.60~~

Sold As 4 Packs of 100

Qty  [Add to Cart](#)

## THE ENVIRONMENT

**1960:** 2.7 lbs. of trash produced/person/day.

**2008:** 4.5 lbs. of trash produced/person/day.

**The biggest component? 31+% was paper!**

The EPA ranks Source Reduction (including reuse) as the most preferred, environmentally sound strategy for waste reduction.

The EPA also recommends that restaurants utilize "reusable utensils, dinnerware, napkins and placemats" as a key tactic for Source Reduction.

Source: "Decision-Maker's Guide to Solid Waste Mgt, Vol. II" University of Wisconsin & EPA, 1995

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