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Don't Write Off Paper Just Yet

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ERIC WEINER

There's a scene in the television series *The Office* that says all you need to know about the paper industry's image these days. That sad sack of a company Dunder Mifflin is launching an advertising campaign — and just in time, says one of the sad sack employees. Whenever he tells people he works for Dunder Mifflin, they assume the company make mufflers or muffins or mittens, but "frankly all of those sound better than paper, so I let it slide."

In the real world, paper doesn't appear to be faring much better. Not only are U.S. companies facing precipitous drops in demand; they're also confronting tough competition from the country that invented paper 2,000 years ago.

<http://www.npr.org/2015/05/26/408794149/dont-write-off-paper-just-yet>

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