

Looking for Greener Options?



Artists often contact us asking questions about “environmentally-friendly” options for fine art surfaces. Fortunately, there are many environmentally preferable papers that offer green benefits without compromising paper performance. If you are interested in greener options, here are some things to consider.

Recycled Material Content

Look for papers that contain high levels of recycled and post-consumer waste fibers. Consider the benefits:

- Recycling only works if there are consumers willing to purchase products containing recycled materials. Purchasing products that contain recycled material helps support the demand for recycled materials and keeps the recycling industry in business.
- Diverts recyclables from entering our waste stream and reduces the amount of natural resources consumed.
- Consumes less energy and uses less water during processing compared to using virgin fiber.

Clean, Renewable Energy



The availability of clean, renewable energy continues to increase, providing manufacturers and consumers with more energy options. One of those options is Wind Energy. Look for products that are manufactured with emissions-free, wind-generated electricity through the purchase of 100% certified renewable energy credits.

Windpower energy can be purchased in the form of renewable energy credits (RECs) from Electric Service Providers, Utilities and REC Providers, or, the energy can be generated from eligible on site generators. Both methods reduce the amount of power that would otherwise be generated by fossil fuels.

Windpower delivers a number of environmental benefits. It is a clean form of energy that does not generate climate-changing carbon dioxide common in thermal and electric energy. It is a renewable form of energy that does not consume fossil fuel. It is abundant, reliable and affordable.

Alternative Fibers



If recycled paper is not available, consider papers constructed of alternative fibers or a combination of recycled materials and alternative fibers. Alternative fibers are considered “tree-friendly” fibers because they are alternatives to wood-based pulp.

The most common alternative fiber used for art surfaces is cotton.

Drawing and watercolor papers that contain 100% cotton include cotton rags and cotton linters which are by-products of the cotton plant.

Hemp is another alternative fiber that is used for making paper around the world. Its use in the United States is increasing as consumers become aware of hemp’s environmental benefits.




Hemp grows faster than trees and harvesting does not disturb natural ecosystems. In fact, one acre of hemp can produce as much usable fiber as four acres of trees. It uses fewer chemicals to process compared to wood because of its low lignin content. Hemp’s natural brightness does not require chlorine bleach during processing.

Learn More About Greener Options



[Download our brochure](#) for more information on Strathmore’s Greener Options in Fine Art Papers.

See the next page for a listing of all the Greener Options fine art pads.

<p>Choose from the products below when looking for high quality, eco-friendly fine art papers.</p> <p>Products</p>	 <p>Windpower™ Renewable Energy</p>	 <p>Recycled Materials</p>	 <p>Tree-Friendly Fibers</p>
<p>Windpower™ Sketch 657-6, 657-9, 657-11, 657-14, 657-18</p>	<p>Manufactured with 100% Certified Renewable Energy</p>	<p>30% Post-Consumer Fiber Content</p>	
<p>400 Series Recycled Sketch 457-3, 457-5, 457-8, 457-9, 457-11, 457-12, 457-14, 457-18</p>		<p>30% Post-Consumer Fiber Content</p>	
<p>Windpower™ Drawing 643-8, 643-9, 643-11, 643-14, 643-18</p>	<p>Manufactured with 100% Certified Renewable Energy</p>	<p>30% Post-Consumer Fiber Content</p>	
<p>400 Series Recycled Drawing 443-8, 443-9, 443-11, 443-12, 443-14, 443-18, 442-1</p>		<p>30% Post-Consumer Fiber Content</p>	
<p>500 Series Drawing 580-61, 580-71, 235-61, 235-71</p>			<p>100% Cotton</p>
<p>Windpower™ Bristol 642-9, 642-11, 642-14, 642-19, 642-109, 642-111, 642-114, 642-119</p>	<p>Manufactured with 100% Certified Renewable Energy</p>		
<p>500 Series Bristol 580-62, 580-72, 580-82, 580-92, 235-62, 235-63, 235-64, 235-72, 235-73, 235-74, 235-362, 235-363, 235-364, 235-372, 235-373, 235-374</p>			<p>100% Cotton</p>
<p>400 Series Charcoal – Hemp 444-106, 444-109, 444-112, 444-118</p>		<p>75% Post-Consumer Fiber Content</p>	<p>25% Hemp</p>
<p>500 Series Charcoal 560-1, 560-2, 560-3, 561-1, 561-2, 561-3, 561-9, 561-12, 561-18, 60-30, 60-121, 60-123, 60-124, 60-125, 60-126, 60-128, 60-129, 60-130, 60-131, 60-132, 60-135, 60-136</p>			<p>100% Cotton</p>
<p>400 Series Strathmore Artagain® 445-9, 445-12, 445-106, 445-109, 445-112, 446-1, 446-2, 446-3, 446-4, 446-5, 446-6, 446-7, 446-8</p>		<p>30% Post-Consumer Fiber Content</p>	
<p>Windpower™ Watercolor 640-6, 640-9, 640-11, 640-18</p>	<p>Manufactured with 100% Certified Renewable Energy</p>		
<p>500 Series Strathmore Imperial® Watercolor 140-1, 140-2, 140-3</p>			<p>100% Cotton</p>
<p>500 Series Gemini Watercolor 594-1, 594-2, 594-12</p>			<p>100% Cotton</p>

Questions From Our Website

Many consumers use our website to ask questions about paper. We felt that our eNewsletter was good way to share answers to commonly asked questions.

Do you have any tips about storing my fine art drawings?

Here are some general guidelines. Use acid and lignin-free paper, board or boxes for storage. Do not use PVC plastics. They are unstable and release damaging fumes. Do not store your art in damp areas such as the basement or by heaters. Avoid locations that experience extreme temperatures such as attics.

I am a long time user of your 500 Series Vellum Bristol and I really have no complaints but wonder why don't you make it a brighter white color?



Our 500 Series Drawing and Bristols have a natural white color. We do not add any color to the pulp or optical brighteners. Optical brighteners are chemicals that are added to make the paper artificially white. This brightness is not always stable or permanent. In addition, if you attempt to scan your artwork for reproduction purposes the colors will “flair” and you will not get accurate representations of the actual colors in your artwork.

I'm interested in doing comics and would like to use the same papers that professionals use. What products do you recommend?

Professional comic artists and graphic novel illustrators use Strathmore® Bristol and Watercolor papers for their finished pieces. Our Bristol sheets are available in smooth/plate and vellum surfaces. The smooth surfaces in our 300 and 400 Series and the plate finish in our 500 Series are ideal for detailed work when using pen and ink, airbrush or marker. Vellum in all three series has a toothy finish and is suited for pencil and light washes. However, neither surface is recommended for traditional watercolor techniques.



Illustration by Steve Bjorkman

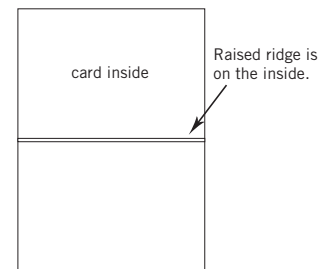
watercolor as his paper of choice for illustrating with India ink and watercolor. Steve gives some good insight into why he uses Imperial and why it may be good for you.

Despite being in the age of digital art, most professional artists still prefer to start with traditional tools and surfaces for their original works.

I create my own graphite pencil drawings on your flat Creative Card blanks. Which way is the proper way to fold the cards?

Strathmore Creative Cards are precisely scored for a clean, even fold. If you look at each side of the card along the score line, you will notice that they are different.

One side appears indented in the center. The other side looks like a raised ridge. The side that looks like a raised ridge is the INSIDE of the card.



Featured Product



Creates soft, stretchable images

Inkjet Iron-On Transfer Sheets

Create brilliant, washable images on light-colored fabric.



Draw or paint directly on transfer sheets

Now artists and crafters can express themselves on fabric without the limitations of traditional transfer sheets.

Image stretches with fabric and feels soft

- Softer look and feel to image, not stiff or shiny
- Won't crack or separate from fabric

Draw or paint directly on transfer sheets

- Markers
- Crayons
- Oil Pastels
- Watercolor and Soft Watercolor Pencils



Combine inkjet images with your drawings

Use with many fabric types including cotton, synthetics, poly/cotton blends, linen, canvas and denim. The transfer withstands multiple washing cycles and there are no special wash instructions.

The possibilities are endless

- Design one-of-a-kind fashion accessories
- Use on t-shirts, totes, aprons and more
- Combine transfers, artwork and fabrics to make personalized purses, pillows and quilts
- Use for creative kids' projects



Works with natural and synthetic fabrics



Look for this new product at fine art and craft retailers this spring!