



# Publisac: 10 myths and realities

1.

**Myth: The Publisac destroys forests.**

**Reality:** No tree is cut to produce the flyers. They are printed on newsprint made from sawmill residues.

2.

**Myth: The current distribution system doesn't work and doesn't allow for reduction at source.**

**Reality:** If you don't want to receive the Publisac, call 1 888 999-2272 or visit [publisac.ca](http://publisac.ca). In doing so, you'll contribute to reducing at source, as do 200,000 Québec households.

3.

**Myth: Weekly newspapers will survive without the Publisac.**

**Reality:** Publishers of Québec weeklies state that the end of the Publisac would endanger their business model.

4.

**Myth: No one reads the Publisac.**

**Reality:** 9 out of 10 Quebecers read the Publisac. It allows savings of more than \$1,000 per year and makes it possible to read the local weekly.

5.

**Myth: Paper flyers no longer have a place in the internet era.**

**Reality:** Consumers still prefer the paper format for comparing and planning. In addition, not all low-income households and seniors have internet access.



6.

**Myth: paper bag would be better than a plastic bag.**

**Reality:** The plastic bag is better: it protects the flyers from bad weather, facilitates their handling and prevents them from scattering. It is produced in Québec, made from 100% plastic waste and still 100% recyclable.

7.

**Myth: Ever since China has refused our residual materials, there is no longer a market for recycled flyers in Québec.**

**Reality:** There is an excellent market for this newsprint in Québec as long as it's properly sorted. It can be transformed into cereal boxes or egg trays, for example.

8.

**Myth: In Québec, the taxpayers pay for recycling.**

**Reality:** Companies that put containers, packaging and printed matter on the market pay for the costs of curbside recycling services, including those of sorting facilities.

9.

**Myth: Only large commercial chains use the Publisac.**

**Reality:** Apart from local businesses, most stores operating under banner names are owned by local entrepreneurs who use it to attract customers from their neighbourhood.

10.

**Myth: the Publisac would continue to exist if it was distributed only to those who indicate they want to receive it.**

**Reality:** The Publisac is a free mass media product. With 6,500 versions each week and 4,000 distribution routes, it would be too complex and costly to manage a database of 3 million households. It would be the end of the Publisac.



For more information, visit [ilovemypublisac.ca](http://ilovemypublisac.ca) or contact us at [info@publisac.ca](mailto:info@publisac.ca).