

Yellow Pages Goes Green: 2018 Will Herald End of Print Phone Directories in Favor of Digital Options

Telephone directory at forefront of environmentally-conscious Green movement makes bold proclamation.



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/EINPresswire.com/ -- WANTAGH, N.Y. – YellowPagesGoesGreen.org (“YPGG”), a telephone directory at the forefront of the environmentally-conscious “Green” movement, has made a bold proclamation- that 2018 will be the year that digital and web-based business and residential directory distribution will take the very concept of the print-based phone book – already rendered out-of-date and obsolete by the ever-steady progress of technology – and confine it to the scrap pile of history once and for all. Thus, the very goal of YPGG – providing users the cutting edge in online directory options while protecting the Earth’s environment at the same time – will have been achieved, to the betterment of mankind the world over.

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Michael Keegan

An innovator in digital business and telephone directory listings and an advocate for staunch environmentalism, YellowPagesGoesGreen.org is a cutting-edge website that delivers over [28.5 million up-to-the-minute Yellow Page listings](#) and over [200 million White page listings](#)

throughout the United States. In addition, YPGG is a pioneer in the national phone book “opt-out” movement that seeks to abolish obsolete print telephone directories that are not only out-of-date by the time they land on doorsteps, but find themselves clogging landfills by the millions shortly thereafter.

“Mark my words...digital directories have already overtaken print by a unfathomable margin, but 2018 will be the year where print will be vanquished once and for all. It’s no longer a question of if print will die...it’s now a question of when,” said YPGG CEO and President, Michael Keegan. “The environment has sustained countless years of abuse by the creation of millions of physical phone books that are outdated the second they hit the stoops of residents who immediately throw them in the trash. After all, why would anyone want a clunky old phone book when they can just use a smartphone and have the same information faster, better, and cleaner? Believe me when I say that print is done for in 2018.”

According to news website Vox, phonebooks were once actually quite useful; before the internet was created, they were the only way the average person had to look up phone numbers and addresses of friends, family, and businesses in their area. But nowadays they have become useless in every sense of the word, and a burden upon society- simply recycling or throwing away the 650,000 tons of phonebooks distributed nationally each year costs municipalities somewhere between \$45 and \$62 million.

But that burden of creating these useless phonebooks also extends to energy resources and the environment of the Earth itself. Scientific American notes that 19 million trees and 7.2 million barrels of oil are used annually to produce 1.6 billion pounds of paper, in addition to 3.2 billion kilowatt hours of electricity; this process typically creates over 268,000 cubic yards of solid waste that ends up in landfills, and that number excludes the countless discarded phonebooks that eventually find their way there as well, especially in regions where recycling is not available or convenient. And according to statistics, only a mere fraction of Americans are currently bothering to recycle their phonebooks; typically that number hovers under 20 percent annually, according to the Environmental Protection Agency.

Social Media Today have also recently written on the lopsided amount of advantages of online directory listings that have caused people to abandon print options in droves, noting that – due to skyrocketing mobile device usage – 70 percent of Americans don't even open their phone books, and only 11% use the white pages. In direct contrast, 97 percent of consumers have used the Internet to find local businesses in the last year.

Clearly, print phonebooks – already limping along for the last decade – are close to the end of line, with digital directories the new standard-bearer for 2018 and the future. YellowPagesGoesGreen.org is leading the charge with the most up-to-date listings available anywhere, in addition to resources for consumers to “opt-out” of print phone directory delivery, enabling them to finally “go green” and embrace both technology and the environment at the same time. It is the steadfast hope of YPGG that 2018 will be the last year anyone ever sees a print phone book ever again.

Yellow Pages Directory Inc., owner of both YellowPagesGoesGreen.org and PaperlessPetition.org, offers an environmentally-friendly Web-based alternative to paper telephone directories while providing a simple and convenient mechanism for customers to opt out from the receipt of printed yellow books. Both web sites have been instrumental in [promoting opt-out awareness](#) across the United States over the past several years, and allowing users to reduce their own environmental footprints in the process. Yellow Pages Directory Inc. has also taken steps to reduce its own impact on the environment through the use of the most up-to-date and energy-efficient web-hosting services available.

For more information please visit <http://www.YellowPagesGoesGreen.org>.

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