

[Home](#) » [Campaigns](#) » [Catalogs](#) » [The Columbus Dispatch -- Company ...](#)

## **The Columbus Dispatch -- Company Vows to Use More Recycled Paper in its Catalogs**

**by Jeffrey Sheban**  
**May 17th, 2005**

Limited Brands took steps yesterday to mollify two activist groups seeking to change the company's business practices.

Under pressure from Forest Ethics and People for the Ethical Treatment of Animals, the retailer said it would continue to add recycled-paper content to its Victoria's Secret catalogs, and would "not knowingly" buy merino wool from Australia.

Both groups sent representatives to the Columbus company's annual meeting yesterday.

San Francisco-based Forest Ethics takes issue with logging in what it calls endangered forests in the foothills of the Canadian Rockies in Alberta. Some of that paper finds its way into the 365 million Victoria's Secret catalogs produced each year. The group has taken out full-page ads in The New York Times and other publications with a lingerie model holding a chainsaw under the heading, "Victoria's Dirty Secret."

Todd J. Paglia, the group's executive director, asked Chairman and Chief Executive Leslie H. Wexner when the practice would stop.

"I appreciate the sincerity of your organization," he replied. "We share your concern and recognize it is a serious issue. I am happy to meet with you after the meeting and to get an answer to you that is as thoughtful."

Paglia said the company appears to be heading in the right direction.

Limited Brands spokesman Anthony Hebron said 24 million Victoria's Secret monthly clearance catalogs contain 85 percent previously used paper, up from 10 percent a year ago.

PETA, meanwhile, is pressing retailers to boycott merino wool from Australia, the world's largest producer. The animal-rights group says lambs there are mistreated by having folds of skin cut off their backsides with no painkillers.

Limited Brands issued the following statement yesterday:

"Consistent with our sourcing policies, we will not knowingly sell products which contain Australian merino wool until the practice of mulesing and live exporting ends."

Fran Teplitz, managing director of the Washington-based Social Investment Forum, which caters to socially responsible investors, said more companies are responding to activists to avoid consumer backlash.

"People have come to realize the power of the annual meeting and the power of the investor," she said.