



THE GREAT
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Thanks!

Thanks for your interest in **THE GREAT ELEPHANT POO POO PAPER COMPANY**. We've put together loads of information about African and Asian elephants, our company and our fantastic and fun products! We're also your source for eco-friendly gifts. We have stationery products like journals, notebboxes and greeting cards which all make great gifts for almost any occasion. Each item that we craft has an informative little booklet with all sorts of interesting information about elephants, how your purchase helps elephant welfare efforts and unique production process - giving our products an educational as well as functional (not to mention entertaining) purpose.

Nature's World is the UK Distributor for **THE GREAT ELEPHANT POO POO PAPER COMPANY**. Since 1992, Nature's World (Natural Health, Beauty and Gifts) has developed to offer a diversity of exclusive products.

Read More!

Turning Poo Poo Into Paper: We collect naturally dried elephant dung

How Your Purchase Helps: A portion of our profits from the sale of each product from **THE GREAT ELEPHANT POO POO PAPER COMPANY** is directed to worthwhile conservation and welfare projects..

A Brief History of the Elephant: The elephant can be traced back 26 million years when there were many species with similar characteristics as today's elephants. Today, only two living species remain

Facts About the Asian and African Elephants: Explore interesting facts about the earth's largest land mammal

Did You Know! Some fascinating figures about the general habits of one of nature's most beloved creatures

Turning Poo Poo Into Paper

The making of paper starts with the collection and processing of the dung pulp. Elephant dung is typically full of short to medium grained fibrous materials from the elephant's diet which, when processed makes excellent paper:

- We collect naturally dried elephant dung from elephant conservation parks and bring it back to our paper-making factory.
- We then pre-rinse the elephant dung with water, leaving only the fibrous materials from the grasses, bamboo & fruits they've eaten.
- Afterwards, we place the fibres into a giant pot of boiling water to ensure they are super clean. After this thorough cleaning, any colour that we may want to can be added.
- Natural fibres from banana trees & pineapples are added to the dung mixture so the paper will be thicker & stronger.
- Once this is all mixed together, we separate the moist fibres into small "cakes" or "wafers" of about 300-400 grams each.
- The cakes are spread evenly over a mesh-bottomed tray measuring about 60cm by 90cm.
- The tray is leaned up against a tree, angled toward the sun and allowed to dry naturally for a few hours.
- Once dry, we peel the sheet of paper from the mesh tray and start making Poo Poo Paper products.

This is the process for making our hand made, recycled paper stationery.

How your purchase helps

When you purchase one of our products, not only do we donate a portion of our profits to meaningful elephant welfare and conservation efforts to assist the Asian elephant, we also support a sustainable cycle in which all sorts of people take part and benefit. From the collection of dung through to the design, production, packaging and labelling of our products, the success of our products does have a modest positive social impact for many people! Without a doubt we are part of the solution!

In terms of elephant conservation and welfare, a portion of our profits is directed towards various expenses including food, shelter and general maintenance, medicinal and equipment expenses for elephants and in 2007 is routed through a reputable Thailand-based organisation with a meaningful track-record in assisting the elephant causes. This group operates an elephant hospital where it treats unwanted or injured elephants. The speciality of this particular elephant hospital is in fitting prosthesis in cases where elephants have lost limbs. This group also operates a mobile veterinarian programme that co-ordinates bush visits to check up on elephants that still live in the forests and ensure that they remain in good health. Our plan for 2007, is to also direct funds to a Singapore-based umbrella organisation called 'Elefriends' focused on multiple elephant welfare and conservation causes in both Southeast Asia and the Indian sub-continent.

A brief history of the elephant

The elephant can be traced back 26 million years when there were many species that had similar characteristics to today's elephants. Today, only two living species remain: the African Elephant and the Asian Elephant.

Elephants have been used by humans in various capacities over the years. They were used in the military and for heavy labour, such as uprooting trees and moving logs. They have also played a strong role in religion: a white elephant is considered holy in Thailand; Ganesh, the Hindu God of wisdom, has an elephant's head.

Today, elephants are facing numerous threats: the disappearance of natural habitats due to human activity, and poaching for their ivory tusks, meats and hides, to name a few. Many experts believe there is little future for the elephant outside protected areas.

Elephants used to exist in great numbers across Africa and parts of Asia but today these gentle giants are endangered. Rampant ivory poaching from 1979-89 more than halved Africa's wild elephant population from 1.4 million to a mere 600,000. Today, numbers may be as low as 400,000. In Asia, it is estimated that no more than 40,000 Asian elephants remain in the wild.

Facts About The Asian Elephant:

The Asian Elephant (*Elephas maximus*) – formerly known as the Indian Elephant - is smaller than its African relatives and the easiest way to distinguish the two is by the smaller ears of the Asian Elephant. Asian elephants tend to grow to around 7-12 feet (two to four metres) in height and 6,500-11,000lb (3,000-5,000 kg) in weight.

Asian elephants are found in India, China, Myanmar, Thailand, Cambodia, Malaysia, Sri Lanka, Sumatra and Borneo. The Asian elephant is widely domesticated and has been used in forestry in Southeast Asia for centuries.

Asian Elephants have other differences from their African relatives, including a more arched back, one "finger" at the tip of their trunk as opposed to two, four nails on each hind foot instead of three and 19 pairs of ribs instead of 21. Also, unlike female African Elephants, female Asian Elephants lack tusks.

Facts About the African Elephant:

The African Elephant (*Loxodonta africana*) can range in size from 20-24ft (6-7.3m) long and 10-13ft (3-4m) high. At up to 22,000lb (10,000kg), it is the largest land animal in the world. African elephants tend to be larger than the Asian species and both male and female African elephants have long tusks. The African Elephant's larger ears are rich in veins and thought to help in cooling off the blood in the hotter African climate.

African Elephants have two "fingers" at the tip of their trunk, three nails on each hind foot and 21 pairs of ribs. Female African Elephants have tusks unlike the female Asian elephants.

Did You Know?

- Elephants eat 300-600lb (130-270kg) of food per day - 60% of that food leaves the elephant's body undigested.
- Elephants drink about 30 gallons (115 litres) of water per day.
- Elephants produce 220lb (100kg) of dung & urinate about 15 gallons (60 litres) every day.
- The largest elephant ever recorded weighed 26,400lb (12,000kg).
- A charging elephant can run up to 25 mph (40 kph).
- Elephants can live as long as 70 years.
- Elephants are carried in their mother's womb for 20-22 months - the longest gestation period of any land animal.
- A newborn calf is about 3 feet tall (270 cm) and weighs approximately 175-250 lb (80-115kg).
- New-born elephants may consume over 2.5 gallons (10litres) of milk a day.
- An elephant doesn't drink with its trunk, but instead fills the trunk with water and then uses it as a hose to pour the water into its mouth.
- Elephants are excellent swimmers - they often cross waterways by walking on the bottom and using their trunks as a snorkel.

Frequently Asked Questions

Question 1: Do your products smell?

This is by far the most asked question we receive! Our products do not smell at all...not like poo anyway! Our products smell like normal stationery products although we have been experimenting with adding some nice aromas to our poo papers. We've had requests for cinnamon, lemon and coffee scented papers.....we're working in this!!!!

Our products don't smell because we allow the fresh elephant poo poo to completely dry up first then we thoroughly rinse and wash the elephant dung and all we're really left with are the fibres from the vegetation that the elephant didn't digest. That stuff doesn't stink!

Question 2: How many journals can you make from an average piece of elephant poo?

We can make about 25 large sheets of paper from a single piece (or turd) of elephant poo poo!!! That translates into about 10 standard sized journals including the front and back covers! Neat, huh!?!?!?

Question 3: Do you have other types of products?

Currently, we have over 40 unique items in our collection. These products include picture frames, photo albums, small storage boxes for keepsakes and noteboxes in addition to the many styles of journals, greeting cards and stationery sets that we make and sell. We have many new products coming down the chute over the next few months so check back regularly!

Products With a Purpose

Our purpose is to successfully sell our goods in order to complete a truly creative sustainable cycle: where raw materials with little other use are utilized to make a useful and functional product all the while providing jobs and opportunity along the way and ultimately selling our goods at a profit from which a portion is directed to a worthwhile cause - elephant welfare and conservation.

Basically, our sustainable cycle works like this: as with all creatures on our planet, elephants need a clean environment and a good diet. With these needs met an elephant produces a lot of dung, which we collect and use to make our products. We work with various conservation parks (and mahouts) to gather the dung (which is full of fibrous material and makes great paper). We then process the dung into paper sheets from which our products are made. The more we sell to customers like you and to stores across the country and around the world...the more we can contribute because a percentage of the profits from each item you buy is donated to elephant welfare and conservation programmes!

About Us

Thanks for being interested in who we are! We're so proud and really get a kick out of saying that we **THE GREAT ELEPHANT POO POO PAPER COMPANY** is focused today on the production, innovation and marketing of all sorts of fun products made from elephant poo! We have a fun and dynamic international team at our modest outfits in N. America, Australia, Japan and Europe where we spread the word and sell our products as well as in Asia where we make all our fantastic products using age-old paper making techniques, evolved locally over hundreds of years. **We love doing what we do!**

The Spirit and Passion Behind Our Products

The spirit and passion behind our products is rooted in our belief that our products represent a healthy and sustainable balance between ecological responsibility and commercial pursuit. We need more of that on our planet in our opinion! We also love the fact that our products give us a vehicle in which to directly contribute modestly to the welfare and conservation efforts for endangered elephants. We also really find it incredibly amusing (as do many others!) that we sell poo for a living - a notion that allows us to not take ourselves too seriously too much of the time...!

First developed and brought to market in 2002, **THE GREAT ELEPHANT POO POO PAPER COMPANY** has worked feverishly to modify the manual production process and collaborated with the artisans that craft our products to improve the efficiency and do all the things needed to make our goods more commercially viable. At the same time we have improved our product quality, durability, design and packaging.

The result is what you see today - a fantastically innovative and fun product line with great merchandising, packaging and pricing – and most importantly a positive, ecologically responsible message.