

Green Publishing in a **Crimson** World



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Environmentally Preferable Publishing

Paper

- Consider recycled papers and preferably 30% or 100% Post Consumer Waste (PCW) as an option.
- If using virgin paper stock consider Forest Stewardship Council (FSC) or Sustainable Forestry Initiative (SFI) papers.
- Buy from a merchant using sustainable or alternative energy sources.
- Consider Process Chlorine Free (PCF) or Elemental Chlorine Free (ECF) papers

Design

- Design products that fit printing presses in the most efficient manner; sheets of paper come in basic sizes and fit certain presses. Work with the designer / printer to determine the best size for your print project.
- Design a series or multiple print projects to fit on a single sheet to save paper, energy and money.
- Design products that require fewer varnishes and coatings. If a varnish or coating is required request an aqueous based option. Aqueous based options have lower VOCs and need no solvents for cleanup.
- Design with limited waste of raw materials
- Add your corporate sustainability message into your design (use of logos, impact statement, etc)
- If the printed piece is to be mailed ask if it can be designed as a self mailer preventing the need to print envelopes for insertion of the item.

Environmentally Preferable Publishing

Print Process

- Upload files to an FTP site eliminating a vehicle trip to pickup an order and files.
- Use PDF proofs whenever possible to minimize proofing materials and vehicle trips transporting proofs. Also ask about online proofing for orders with pleasing color.
- Request vegetable based printing inks which reduce solvents for clean up and have a low VOC content.
- Reduce quantities when appropriate by offering an On Demand digital print option. On demand reduces price and reduces obsolete inventories of printed material.
- For newsletters and other similarly printed products offer an electronic version or pdf option that end users can select for future publications.
- Ask if the printer is FSC, SFI or Green-e certified and explore if your print project can be produced to meet that standard and receive certification with no increase in cost to the buyer.
- Gang print orders with other buyers.

Finishing / Mailing / Misc.

- Eliminate diecutting reducing waste paper.
- Cleanse your mail list, as recently as 2005 35% of all printed collateral material went unread.
- Allow end users to specify their preferred method of contact

Certifications / Resources

There are several certifications in regards to sustainability: some ensure tree harvesting is done in a sustainable manner others speak to renewable energy sources. That while each takes slightly different paths; they all strive to achieve the same goal in their area.



Additional resources:

The Green Press Initiative: <http://www.greenpressinitiative.org/>

Forest Stewardship Council: <http://www.fsc.org/>

Sustainable Forest Initiative: <http://www.sfiprogram.org/>

Environmental Calculator:

http://www.mpm.com/graphicarts/environment/environmental_calculator/