

# Be enterprising: When printing, planning = SUSTAINABILITY

## Quantity

1. Review mailing lists thoroughly and update regularly. Conserve resources by minimizing over-orders.
2. For POP or other distribution projects, use this equation:

$$\frac{\text{Weeks in use} \times \text{Amount per week}}{\text{Total Quantity}}$$

So, if the project's lifespan is 13 weeks and you expect to use 1,000 units per week, the total quantity should be 13,000.

## Size

Good planning maximizes paper. If there is time, a making-order can minimize waste and create cost-savings. Consult with your printer for sizes that maximize your paper purchases.

## Paper

1. The stock choice plays an important role in achieving your sustainability goals. Recycled content is the most environmentally sound, but remember most papers have some recycled content. Check the PCW (post consumer waste) content and look for stocks manufactured by wind power.

2. Stock should be brightened without chlorine, which when used to manufacture paper, produces dioxins that create risks to the environment and to humans. There are two types of chlorine-free paper—totally chlorine free (TCF) and elemental chlorine free (ECF).
3. Look for paper from a recognized forest management system.

## Ink and Coating

1. Consider the amount of ink coverage in your project.
2. Make sure your printer uses inks that emit a low percentage of volatile organic compounds (VOCs). Vegetable-based inks are more ecological than petroleum-based inks and are competitively priced and more versatile than ever.
3. Aqueous coating is considered the best choice for environmental impact.
4. UV coating emits no toxic byproducts, but the manufacturing process must be monitored to make sure that it is safe for the workers.
5. Varnishes are recyclable, but do emit VOCs.
6. Lamination is the least desirable due to the VOCs emitted and the adhesives used in the process often cause problems in the repulping process. Only use them if the piece is going to stay out of the trash!

## Proofing

1. Whenever possible, use on-screen proofing. Using less materials creates environmental and cost savings.
2. Make hard proofs when necessary and save them for the last step. Keep remakes to a minimum!
3. If you think a project will rerun, save the proofs!

## Finishing the project

1. Shipping information should be accurate to eliminate costly extra shipments and destination redirects.
2. Stay with it! Make sure your pre-project planning pays off.
3. Have a post project review, both internal and external. This will help guarantee that the steps you take today become the standards of tomorrow.

# enterprise

*Creative Printers Since 1915*

1 West Forest Avenue  
Englewood, NJ 07631  
tel: 201.894.0444

Environmental Stewardship has sustainability as a goal, which is meeting present needs without compromising the ability of future generations to meet theirs.