

# The Green Printer Checklist

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Is your printer really committed to “going green”? Do they “walk the walk” or just offer a host of acronyms and logos that you find daunting and confusing? To find out, make the following determinations:

1. Are they using:
  - a) recycled paper from renewable sources that are certified? (sustainably managed forests)
  - b) sustainable energy-produced paper ? (hydro/solar/wind)
  - c) soy or other vegetable-based or water-based inks?
2. What have they done to reduce their VOC (Volatile Organic Compounds) use and emissions? (such as using soy inks and compatible non-toxic cleaners and wetting agents)
3. Does the Prepress department still use a film-based plate process or has it been replaced with a direct computer-to-plate technology? (and, is the computer-to-plate system chemical-free?)
4. Do they have recycling or re-use programs in-place for their:
  - a) aluminum plates
  - b) waste paper (overruns, pre-and post consumer)
  - c) wood pallets
  - d) mixed inks
  - e) solvents
5. Do they promote and offer “green” solutions when initially discussing projects?
6. Are they using energy-efficient equipment? (energy star electronics)
7. Ask them what efforts they make to create efficiencies of press use to reduce electricity consumption.
8. Do they purchase “green” energy themselves? (VER’s or direct)
9. Ask them if the entire company is part of the green strategy-and how different departments contribute.
10. Are they authorized to print the logo certifications and accreditations that are important to you? (Windpower, Green-e, Green Seal, Carbon neutral, Recycled, FSC, etc.)
11. Can they manage mailing lists to reduce paper need by elimination?

Well, that’s quite an interrogation, isn’t it? Relax. You don’t need to ask all of these questions. You’re just trying to determine your printer’s real level of commitment – that’s the key-their willingness to help change the way we all do business. So...GO GREEN!!!