



Printers are greener than you think!

By Gail Nickel-Kailing

Printers are greener than you think!

There has been a lot of “print bashing” going on from folks who think print is not “green.” But wait! It turns out as a manufacturing process, print is getting greener by the day.

Here are a few statistics from a new report, Sustainable Print in a Dynamic Global Market: What Going Green Means, soon to be available from <http://www.primir.org>. Of the more than 200 North American printers surveyed:

- 71% use vegetable inks on press
- 55% are alcohol-free
- 25% use renewable energy or purchase renewable energy credits
- 95% recycle plates
- 95% recycle paper
- 70% recycle ink cans
- 50% recycle shrink wrap
- 41% have a document environmental management plan in place
- 13% measure their carbon footprint
- 68% measure their energy use
- 46% measure VOC emissions
- 67% are FSC-certified
- 60% said certification was worth it

Characteristics of Green Organizations

The Sustainable Print report found that the greenest graphic arts companies had certain common characteristics:

- They pursue sustainability of their own initiative.
- They have an environmental management system (EMS) in place.
- They understand the importance of accreditation.
- They enjoy management commitment on sustainability issues.
- They actively promote their green practices.

Check out the **Process Green** section on our website for more information about we are doing to be green.