

# going green while saving greenbacks

Many organizations are finding that going green not only pays public relations dividends that increase brand loyalty, but can also reduce costs in a variety of ways. *Trends* looks at the key print production stages and suggests technologies, processes and ideas that can make your print programs and your bottom line a little greener.

## PLANNING



- Get your team together and plan projects from end-to-end
- Find out if similar components can be run on the same press sheet
- Use targeting and modeling to reach your best prospects
- Update your mailing lists and practice good list hygiene
- Rent lists from companies that have good list practices
- Start early to avoid rush shipments or settling for paper that's available

## DESIGN



- Design with multipurposing in mind
- Consider fewer colors and less ink coverage
- Avoid metallic and fluorescent inks
- Avoid paper wasting folds
- Reduce margins and font size when appropriate
- Choose alternatives to foil stamping
- Include the environmentally friendly specifications in your published materials

## PAPER



- Specify more easily de-inked uncoated paper whenever possible
- Specify lower brightness paper to reduce bleach consumption
- Consider recycled and chlorine-free papers
- Use an open window envelope or glassine patch made from cellulose
- Evaluate lower basis weights
- Specify paper produced with sound environmental stewardship

## PREMEDIA



- Use digital photography
- Send files electronically to the printer
- Switch to PDF digital proofs for non-critical color and changes
- Shake toner cartridges of internal output devices occasionally to extend life
- Choose printers with filmless computer-to-plate systems
- Develop web-to-print programs

## PRODUCTION



- Switch to filmless and plateless digital printing for short runs
- Use aqueous coatings instead of UV and film laminates
- Consider inks made from renewable resources
- Request inks that emit low volatile organic compounds (VOCs)
- Select printers that have modern presses in a variety of size and color configurations
- Specify glues that emit no VOCs
- Choose suppliers with sound environmental health and safety policies

## DISTRIBUTION



- Plan mailing and distribution of projects
- Encourage online ordering of print materials
- Use a preprinted indicia or metering instead of self-adhesive stamps
- Use water-based inkjet addressing directly on the piece instead of labeling

