

## Follow In Their (Carbon) Footprints

**G**reen is no more just the color of money or the catchword of the day. It is an economic force that is driving customer demand and future success for IPA members. Phil Hamlett, a leading voice for the design community says, "Designers have a hand in creating virtually every product, artifact, and message we encounter in the world around us, yet collectively we are only beginning to see ourselves as agents of change and the keys to greening the print industry."

IPA members like Great Lakes Integrated are getting the message. The company is one of many members who have been certified by the Forest Stewardship Council (FSC), recognizing their exclusive use of paper from responsibly managed forests. FSC Certification means that paper products have passed through an unbroken "chain of custody" from responsibly managed forests through FSC-Certified pulp manufacturers, paper manufacturers and merchants, and printers.

Quebecor World achieved Chain of Custody Certification for the world's three leading forest management programs: the FSC, Sustainable Forestry Initiative (SFI) and the Program for the Endorsement of Forest Certification. EU Services has achieved dual FSC and SFI certification. RR Donnelley received certification for its book production facilities, offering customers the opportunity to demonstrate their commitment to using certified papers by displaying the FSC "checkmark and tree" logo on their magazines, catalogs, retail inserts, directories and books.

LAgraphico recently hosted an open house to inform clients of the company's ongoing green initiatives. They introduced clients to a web-based program, which has made their Premedia Department paperless by eliminating the need for printed job tickets, reducing paper use by about 30 reams per month. All CRTs have been replaced with LCDs, which use two-thirds less energy. Their pressroom is considered to be one of the greenest in the country, where they have worked to dramatically

lower their VOC emissions. In their large format area, they demonstrated the use of UV inks that are VOC-free and a completely biodegradable vinyl.

Sandy Alexander is now purchasing half of its electric power from clean and renewable wind-generated sources. This makes the company the largest consumer of green power in the printing and publishing sector, according to the U.S. Environmental Protection Agency. This wind energy offsets more than 4.9 million pounds of carbon dioxide (CO<sub>2</sub>) that would have been released into the atmosphere through conventional power generation. The company also sponsors full-day symposiums on the integration of the graphic arts industry with the global business shift toward sustainable practices.

Design agencies like Anthem Worldwide, a Schawk strategic design company, bring sustainability thinking to the table at the earliest possible moment in a product's life cycle and offers guidance that can minimize environmental impact through sustainable packaging initiatives. Schawk, along with many other IPA members serving the packaging industry, are active members of the Sustainable Packaging Coalition, a working group dedicated to transforming packaging into a system that encourages economic prosperity and a sustainable flow of materials. Schawk has also established a Global Environmental Sustainability Team to drive progress forward for the benefit of its clients, employees and the communities in which it operates around the world.

Designers are looking for partners in their quest for "greener" pastures and they are finding them in members of IPA.



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