



# MWM DEXTER

## Print Buyer ACTION PLAN

Dealing responsibly with your company's footprint can not only reduce your environmental impact, but can enhance your brand if you walk the walk and know how to talk about it.

This action plan involves a 8-step process you can adopt in the production of your print job. Follow each step in the process, or pick a few that interest you.

## Paper:

Paper is by far the single biggest component of a print job where you, the customer, can influence the environmental credentials of your printed material.

The first thing that comes to mind when we talk about environmentally friendly paper is recycled paper. Actually, there are many other influential factors that determine the environmental credentials of a paper stock:

- Does the paper come from a sustainably managed forest?
- What chemicals are used in the manufacturing process?
- Does the production process have a certification?
- How is waste and energy used in the manufacturing process?

### Forest Stewardship Council

While recycled fiber is a key element of the traditional model for responsible consumption, it is becoming increasingly clear that forest management in the production of the wood used in paper manufacturing, has more fundamental importance than even recycled fiber.

#### What is the FSC?

FSC is an independent, non-governmental, not for profit organization established to promote the responsible management of the world's forests.

It provides standard setting, trademark assurance and accreditation services for companies and organizations interested in responsible forestry.

Products carrying the FSC label are independently certified to assure consumers that they come from forests that are managed to meet the social, economic and ecological needs of present and future generations.

In order to use the FSC logo as an "environmental claim" on paper, the product must have flowed through the FSC "chain-of-custody" from the FSC-certified forest, to a paper manufacturer, merchant, and finally printer who have FSC chain-of-custody certification.

 **Our current standard 12 point C2S stock is FSC Certified and there are no additional fees involved in getting your 12 point C2S project approved by the FSC.** Please contact us for pricing on any other FSC approved paper stocks.

MWM Dexter is the only FSC Certified printer in Southwest Missouri. We can assist you in making sure your next project is FSC Certified and carries the certified logo to let your prospects know of your commitment to our environment.

## Proofing:

**Avoid hard copy proofs if they are not essential for your print job.**

Before ordering your hard copy proof, ask yourself is it really necessary. Would a pdf proof do just as well? By using PDF proofs you will be actively reducing the amount of material required to produce your print job, reduce the number of couriers involved in your job, and the energy and carbon emissions used in traditional proofing. Additionally, electronic PDF will greatly speed up the turn-around time of the prepress component. But please note, if an exact color match is critical, a pdf proof is not the best choice.

## Inks:

**Some inks have a greater impact on the environment than others.**

Like paper selection, your choice of ink is a key environmental consideration. Soy and vegetable-based inks utilize a renewable resource and substantially reduces Volatile Organic Compound (VOC) emissions associated with petroleum or mineral based inks.

**Vegetable-based inks:** Vegetable based inks can be more rub resistant than petroleum inks. They are well suited to uncoated and recycled stocks because the ink doesn't spread as much and they don't cost any more than petroleum based inks.

**Soy-based inks:** Several printers report that they need less soy ink to print the same amount of paper when compared to petroleum inks. Soy ink has been found to spread approximately 15% further, reducing ink use and press cleanup costs. Soy ink is affordable and also offers a more vibrant color than vegetable and petroleum-based inks.

 MWM Dexter exclusively prints with soy-based inks.

Avoid using metallic and fluorescent colors as they may contain chemical and metallic substances, which can be harmful to the environment. Ink with metallic pigments may eventually enter a landfill, leaking potentially toxic compounds into the water table.

## Coatings:

**Coatings are used to heighten the gloss or matte finish of a print project and protect its surface.**

**Some coatings are more environmentally friendly than others.**

If you decide that your print job requires a coating, try to use a water-based aqueous or varnish which comes in a gloss or matte finish. These coatings do not require solvent-based cleaning or high temperatures for drying. Printed matter with an aqueous varnish can be recycled and repulped, without emitting harmful by-products.

 MWM Dexter offers water-based gloss and matte aqueous coating and a water-based gloss and matte varnish.

## Chemicals:

The printing process requires the use of several chemicals before, during and after your print run. Products used in this process usually contain harmful chemicals which release high levels of VOCs into the atmosphere. Select a printer that uses low VOC emitting solvents in the print and clean-up process.

## Design:

The importance of design in green printing cannot be underestimated. There are several steps the graphic designer of your project can use to reduce the environmental impact of your project.

- Design your piece in a way that it serves multiple purposes and maximizes shelf life. See if you can turn a brochure into a "self mailer," which will not require an envelope.
- Raise awareness by displaying environmental specs
- Limit ink coverage and areas of solid color
- Select a printer that has environmental certification
- Utilize FSC-certified paper
- Use soy- or vegetable-based inks and avoid metallic inks
- Use paper wisely and use as few paper sheets as possible. Avoid non-standard sizes, you can save paper by getting the maximum number of copies on a standard sheet.
- Avoid foil stamping, thermography, and lamination

## Mailing:

There are several steps you can take to reduce the environmental impact of your next direct mail campaign and reduce your mailing costs.

Make sure you are using up-to-date mailing lists that accurately target your audience. 40% of the success of your direct mail campaign depends on the quality of your list. Keeping your database clean and up-to-date and purchasing lists that are highly targeted will reduce your impact on the environment, reduce your costs and increase your return on investment.

By selecting a printer that also provides mailing services, you can eliminate the need for any couriers and reduce the amount of energy and carbon emissions. This will also speed up the time it takes to print and mail the project if you can have your project handled in one location.

## Recycling:

In an attempt to reduce our footprint on the environment, a printer should focus on three key elements of recycling: paper, eco-friendly press solutions and inks, and aluminum.

 MWM Dexter recycles 98% of our waste paper, inks, washes and plates. Each week we collect and bundle approximately 40,000 pounds of paper for recycling. Additionally, over 100 aluminum lithoplates are collected and recycled each week for recycling. We also recycle press solutions, inks, shrink wrap and stretch film, plastic strapping, and cardboard.