



## Forum Communications Printing – “Green” Information Sheet

- ❖ We have chain-of-custody certifications for both FSC<sup>®</sup> (Forest Stewardship Council<sup>®</sup>) and SFI<sup>®</sup> (Sustainable Forestry Initiative<sup>®</sup>).
- ❖ Xerox iGen3 110 Digital Production Press is a green printing process. More information on this available upon request.
- ❖ All of our inks are soy based, allowing you to use the Soy Logo on your printed pieces that are produced on offset presses.
- ❖ Most of our house stocks are either FSC<sup>®</sup> or SFI<sup>®</sup> certified and 10% PCW (post-consumer waste). This allows you to print the certified logo on printed pieces that utilize these stocks.
- ❖ Most of our house stocks are 10% PCW (Post Consumer Waste). Upon request, we can work with our vendors to get higher recycled content - up to 100% PCW.
- ❖ We recycle our plates, ink, and paper. We have equipment in our plant that collects the small trimmed pieces of paper from our bindery equipment and transmits them through a piping system to a large baler – similar to a hay baler on a farm.
- ❖ We run your mailing lists through Cass Certification and NCOA software, which reduces the percentage of undeliverable mail on your list.

## Top 10 (+1) Green Printing Ideas

### 1) Pick the right printer – one that has chain-of-custody certifications

In order to use sustainable papers for your printed project, you must first choose a printer that has chain-of-custody certification. Without that, you cannot promote – or use – a certified sheet. Forum Communications Printing is a chain-of-custody certified printer for both FSC® (Forest Stewardship Council®) and SFI® (Sustainable Forestry Initiative®) paper stocks.

### 2) Pick a paper – one that is friendly to the environment

Choose a paper that has been certified by one of the forest stewardship programs, like FSC® or SFI®. At Forum Communications Printing, many of our house stocks are FSC® or SFI® certified – meaning you don't pay more to be able to use these logos on your printed pieces.

- ❖ FSC® is an international, non-profit association comprised of environmental and social groups and progressive forestry and wood retail companies, working to improve forest management worldwide. Learn more at their website: <http://www.fscus.org/>

- ❖ SFI® is a forest and paper certification program that calls on participants to practice a land stewardship ethic that combines the perpetual growing and harvesting of trees with the long-term protection of wildlife, plants, soil and water quality. Learn more at their website: <http://www.sfiprogram.org/>

### 3) Choose a recycled stock

Choose a stock that has some post-consumer waste (PCW). Most recycled stocks have at least a 10% PCW; however, stocks with 30% and 100% PCW are also available. A number of our house stocks at Forum Communications Printing have 10% PCW.

### 4) Pick the right inks

Make sure you are using soy-based or agri-based inks. Make sure your printer recycles their products like paper, ink and plates. Forum Communications Printing utilizes soy-based inks.

### 5) Pick an eco-friendly coating

If your print piece calls for a protective coating, choose either varnish or aqueous, which are both environmentally safe and can be recycled. We offer both of these coatings.

### 6) Consider your design

Experimenting with different sizes and formats may allow you to better utilize your paper size, meaning you'll have less waste and use less paper.

### 7) Display environmental logos

Proudly display your environmental efforts by using the appropriate logos; including certified paper stocks such as FSC® or SFI®, Soy Inks, or Recycled Papers clearly and honestly on your mail piece. Also remind your customers to pass on or recycle their direct mail.

### 8) Choose to print less

Utilize digital technology; printing "on-demand" cuts down on warehousing and inventory that becomes obsolete. We offer digital printing in both black and full color.

### 9) Personalize it!

Embrace printing technologies that produce personalized mailings that are more targeted in nature. Less waste for the environment, and a better ROI for you!

### 10) List Maintenance

Billions of pieces of mail every year are undeliverable-as-addressed (UAA). Take steps to reduce the impact on the mail stream while using less paper, ink and energy by:

- ❖ Maintaining/updating your lists
- ❖ Purging duplicate records
- ❖ Cleaning dirty addresses
- ❖ Segmenting lists
- ❖ Offer your subscribers an Opt-Out

### 11) List Services

Utilize a print partner, such as Forum Communications Printing, who offers list correction services, such as:

- ❖ Coding Accuracy Support System (CASS)
- ❖ National Change of Address (NCOA)
- ❖ Delivery Point Validation (DPV)



Good for you. **Good for the environment.** Good for business.