



**PRINT IS  
ECO FRIENDLY**

**PRINT IS EVERYWHERE**

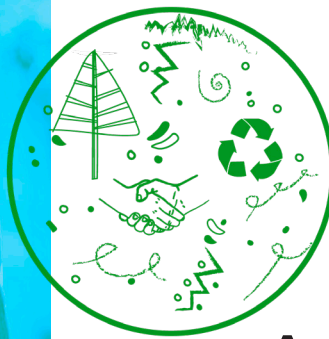
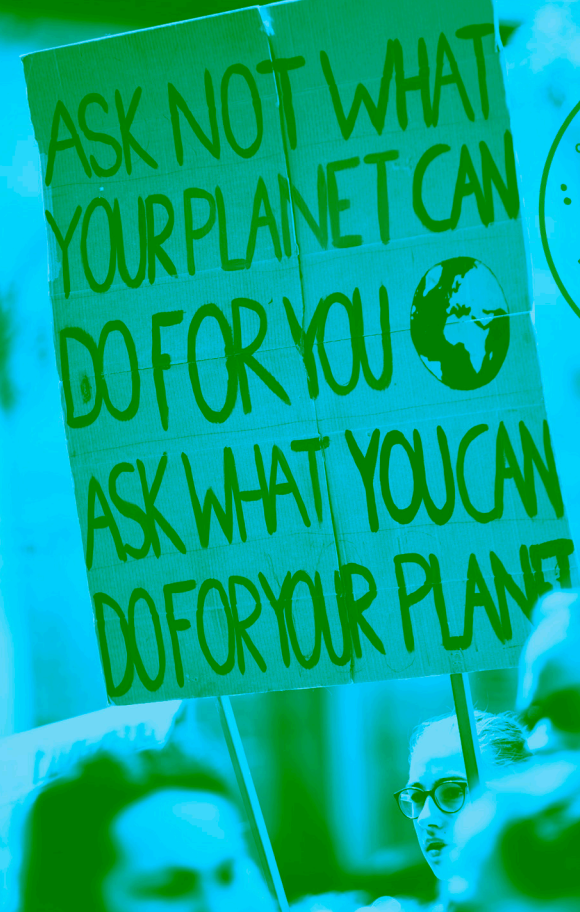
An aerial photograph of a dense evergreen forest, likely spruce or fir, with a high density of trees. The image is dark, with the green of the trees appearing as a deep, textured black. Overlaid on the right side of the image is stylized, hand-painted text in a vibrant green color with a thick blue outline. The text is arranged in four lines, reading: "A REN", "RES", "TO", and "G".

A REN  
RES  
TO  
G



# RENEWABLE RESPONSE GOING GREEN

Think print isn't green? Think again.. Paper is one of the only true sustainable products on the market. In North America, we grow more trees than we harvest. Today, there are 20% more trees in the United States than on the 1<sup>st</sup> Earth Day in 1970. In fact, our forests are growing by over 22,000 tennis courts every day — And the printing industry is on the forefront of global sustainability practices.

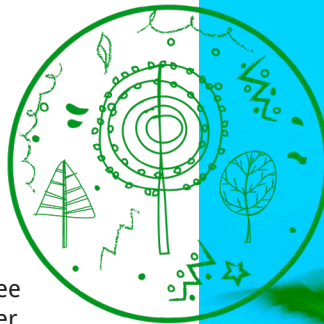


## A TRULY RENEWABLE INDUSTRY

Paper production is actually good for the environment, and more trees are planted than harvested. In the United States, the majority of trees used to generate paper come from well-managed tree farms. Trees are grown and planted by farmers, and when those trees mature, they are used to make paper. Post-harvest, new trees are planted completing the circle of sustainability.

Approximately 60 percent of the energy used to produce paper comes from recycled material—compared to 10 percent of most industries in America.

We are constantly cautioned to “think before we print”, but the print industry is creating a new, sustainable name for itself. Society pressures us to take into consideration the amount of paper we use in an attempt to lessen the “waste”. However, if the demand for paper decreases, tree harvesters will be forced to either grow a different crop or sell their land to developers, both of which deplete the forest. The print industry gives landowners a viable reason to plant and cultivate trees. Perhaps we need to “think before we DON’T print”.





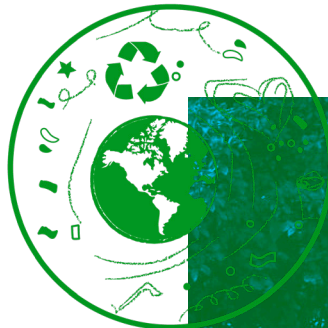


## GREENER INKS

Eco-friendly ink is also an important component of sustainable print. While synthetic ink sales currently surpass vegetable-based alternatives, environmentally conscious print companies and their consumers are pushing for change. The print industry acknowledges the need for more ink derived from natural, plant-based sources. Ink that doesn't harm our environment, but still produces the quality consumers expect. We are seeing advances in the creation and performance of new vegetable and soy-based inks that result in a cleaner environment..

## WHAT THE FUTURE HOLDS

Printing is a form of communication with a one-time carbon footprint. All other forms of media and communication require energy every time they are viewed. Sustainability doesn't happen overnight, but paper production companies and print shops alike are making great strides towards creating a greener industry. We see advances everyday in new formulas for sustainable inks and improved technology for energy-efficient printers. Print has an undeserved reputation for waste. It is past time to appreciate the print industry as a leader in sustainability - not only for the products they manufacture, but in the manufacturing process itself.



# DID YOU KNOW?



## Life Hack: How to Save Ink

A professor at the University of Wisconsin, Green Bay discovered a simple way to save ink. By switching your default from the Arial font to Century Gothic, you use 30% less ink. Tiny changes in the amount of ink used to print adds up; whether that's your own ink cartridge costs or U of W Green Bay's nearly \$100,000 yearly toner costs.

## Go Ahead, Print The Email

"Please consider the environment before printing this email." Sounds familiar right? Many people and businesses use a message like this to encourage "being more green." But the truth is you'll read that email 10-30% faster and produce 20% less CO2 by printing it. You could save even more energy by turning off your computer overnight.

## Pixel Isn't Always Better Than Paper

A study performed by neuromarketing firm TrueImpact proved that physical marketing better engages memory. When naming a brand, the participants who had seen the paper marketing for that company had 75% recall rather than 44% from the subjects who had seen a digital ad.







PRINT IS  
*EVERYWHERE*

ECO-FRIENDLY PRINT  
LEARN MORE AT [PRINTISEVERYWHERE.COM](http://PRINTISEVERYWHERE.COM)