



Forum Communications Printing – “Green” Information Sheet

- ❖ We have chain-of-custody certifications for both FSC[®] (Forest Stewardship Council[®]) and SFI[®] (Sustainable Forestry Initiative[®]).
- ❖ 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[®] or SFI[®] 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.