



QUALITY PRINTING COMPANY *It's what we do!*

A monthly e-Gram from Quality Printing

➔ www.quality-printing.com

If A Tree Falls...

Does it make a difference? We think it does. That's why Quality Printing has announced its Earthtone Printing initiative. We're proud to be one of the first sheet-fed printers in Central Indiana to achieve FSC certification.

We're happy to be able to expand upon the responsible printing practices important to so many of you.

earthtone

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Staying Green After Printing

Business relationships today are more and more about becoming partners in environmental responsibility and sustainability. As a printer, we strive to be a "green partner" to you, just as you strive to be a green partner to your own clients. But supporting green printing practices is only part of the effort. Undue diligence to what happens to your job *after* it comes off press can compromise your reputation as a true partner in sustainability.

Therefore, in those cases where you need to ship printed jobs—or even any assets, artwork, disks and other materials—to your own clients, it can be helpful to pay attention to the "greenness" of packing, shipping and distribution practices.

First, packing materials should include recycled papers and paperboard rather than Styrofoam or other polymer-based packing materials. Minimize or eliminate shrink-wrapping. If you have procured 500 business cards for a client, you shouldn't ship them in a box that could hold a widescreen TV with layer after layer of plastic shrink-wrapping and Styrofoam noodles. (That's an exaggeration, but we've all seen outrageous packaging.) Paying attention to how you package finished jobs demonstrates to your clients that you are dedicated to environmental sustainability.

A second, perhaps more important issue involves how you ship materials to your clients.

Transportation leaves a fairly substantial carbon footprint. Most shippers have centralized processing hubs through which they have to route all packages. A package sent overnight from New York to Boston might have to go through Tennessee or the Midwest. First Global Xpress, a green-centric international shipper, estimates that shipping direct, rather than via the "hub-and-spoke" system used by most shippers, can cut carbon emissions by 20 to 25% per package. That number refers to international shipping, but similar figures can apply to domestic packages, especially ones shipped coast to coast. If your clients are local, can you use a bicycle messenger? Can you consolidate deliveries to make as few separate trips as possible? Can you utilize co-mailing strategies to reduce the number of physical packages? Can you use a reliable direct shipper?

One advantage to many of these green distribution strategies is that they can save you—and your clients—money, too.

As always, talk with us about those green initiatives that fit both your comfort level and your budget—and, of course, those of your clients.



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