

PRINT *info*

INFORMATION FOR THE GRAPHIC ARTS PROFESSIONAL

Flourish!

Topics we have cultivated in this issue for you include:

Effective
Green
Initiatives

Plug In to
Productivity

How to
Position Yourself
as the Expert



A QUALITY
PRINTING
PUBLICATION

recycled paper

Forest Stewardship Council

Effective Green Initiatives

Should Be a Function of Your Comfort Level and Budget

reduce carbon footprint

use alternative energy sources



Ask 10 different people what constitutes “green printing” and you’ll likely get 10 different answers. These will range from “using recycled paper” to “looking for Forest Stewardship Council (FSC) or Sustainable Green Printing (SGP) certification for printers and consumables,” to “using digital and targeted printing to reduce your press runs,” to “reducing your carbon footprint, or minimizing the impact that your business activities have on the environment,” to “purchasing carbon offsets,” to “using alternative energy sources,” to... “Is there such a thing as green printing?” This last statement tends to come from those who perceive printing as “dead trees.”

Companies in all corners of the economy are increasingly eager to tout their green credentials. About half of Fortune 500 companies now publish sustainability reports and employ sustainability managers. The trend is gathering momentum, and many designers and print buyers—as you no doubt know—have been under increased pressure from their clients to stress environmental sustainability.

Unfortunately, many companies use “greenness” as a reason to prefer electronic media, but we don’t grant the premise that e-media are more or less green than print. Paper is a renewable resource, while the fossil fuels used to generate the energy that keeps the Internet’s many insatiable servers going are not. Data centers might surpass airlines in pollution, at least according to a recent study that estimated the CO₂ emissions of data center equipment. On top of that, environmental experts warn of a looming e-waste epidemic as we discard computers, peripherals, laptops, mobile devices and tons of batteries.

Suffice it to say that “green” is often a gray area and, let’s face it *everything* has environmental consequences. If we’re serious about environmental responsibility, a lot of education, thought and

consideration are required. All too often, the response is to just throw up our hands in despair and abandon the whole idea—or to become one of the so-called “Never Greens” who have gone in the opposite direction and deliberately act as environmentally irresponsible as they can.

It also goes without saying that the economic downturn might likely forestall interest and investment in green initiatives. On the plus side, some economists suggest they could provide an engine of growth to help pull us out of any impending recession.

Rather than add to the clamor of what you *should* be doing, we think it’s more important—at least at the outset—to choose a simple strategy that you and your customers are comfortable with and go from there. That is, you don’t have to run out and install solar panels on the roof of your office or hook your workstations up to the wind farm you’re building behind your office. Start with using recycled papers or green-certified consumables, and add initiatives from there.

The goal is to at least do *something*, and to see green initiatives as an opportunity to differentiate your business, and not as an expensive imposition. As always, talk to us about those green printing initiatives that fit both your comfort level and your budget—and, of course, those of your client.



* PLUG IN TO PRODUCTIVITY *



Improve your favorite program's features with plugins



After you spend some time with any piece of software, you start to get used to it. You learn its ins and outs, and you start to wish, "if only it would do..."

The great thing about publishing software is that you can often get that wish. All major publishing programs are built to be extended. This means that other software companies can write programs that add features to Adobe InDesign, QuarkXPress and other popular desktop publishing programs.

Plugins range from free to thousands of dollars and from adding small improvements to changing the function and interface of the program. We thought we would highlight some of the lower-cost plugins that can help you make the most out of the programs you already own.

ID InDesign Plugins

InDesign is a very powerful program with a ton of commands. Wouldn't it be nice to be able to create your own keyboard shortcuts for those commands that you use often? Well now you can, for free. A company called DTP Tools (www.dtptools.com) makes a free plugin called *Keyboard shortcuts* that lets you create different keyboard shortcuts.

It would also be nice to have multiple undos and redos, and while we are at wishing, how about making it possible to return to a specific undo or redo like Photoshop's History palette? *Multido*

is a free multiple undo/redo plugin for InDesign made by 65bit Software (www.65bit.com). It lets you move backward and forward through your previous actions.

Have you ever had to optimize the images someone placed in an InDesign document, say by resizing and cropping them in Photoshop so that they fit in the picture frame at the correct resolution? Well, once you have done it twice, you might want to check out *LinkOptimizer*, a \$139.95 plugin by Zevrix Solutions (www.zevrix.com). It analyzes your images and then optimizes them to fit the visible frame at 100 percent size.

QuarkXPress XTensions

Many companies use Quark XTension technology to extend QuarkXPress, including Quark itself. If you use QuarkXPress 7, you need to check out the free XPert Tools Pro collection from Quark. These 15 free tools add a host of improved features to XPress. Quark built many of these features into QuarkXPress 8, so downloading this free kit might keep your XPress 7 useful for a long time.

Badia Software (www.badiasoftware.com) is an InDesign and Quark plugin company. It makes a useful set of preflighting and batch-printing tools called *Printools* for \$120 per copy. This set of six tools looks useful for designers who do a lot of Quark or InDesign production.



WANT TO LEARN MORE?

If you need your program to do more or do differently than it already does, don't fret. Someone has probably seen the same need and filled it with a plugin. To find out more about plugins, you might want to search the Web. To help you start your search, we have provided these links:

- QuarkXPress: www.quark.com/products/xpress/xtensions/quark_xt.html
- Adobe InDesign: www.adobe.com/products/plugins/indesign/
- Adobe Photoshop: www.adobe.com/products/plugins/photoshop
- Adobe Illustrator: www.adobe.com/products/plugins/illustrator

A professional microphone on a stand is positioned on the left side of the frame. The background is a vibrant red curtain, which is illuminated by a spotlight effect, creating a bright vertical band of light behind the microphone. The rest of the background is dark, making the red curtain stand out.

{ ALMOST } { FAMOUS }

Positioning Yourself as the Expert

Becoming known for what you do best is a powerful way to grow your business. No matter what business you're in, you are the expert in something. Establishing yourself as the authority will give you a coveted status with which others can't compete, building loyalty with your client base and generating interest from prospects.



POSITIONING YOURSELF AS AN EXPERT is not about flaunting your credentials or hyping your accomplishments. It is about developing a thoughtful plan to provide a continuous flow of current, reliable information and ideas to your niche market in a very personal way.



Believe you are an

expert, then claim it. Accept that you don't have to have all of the answers to be an expert; no one does. Give yourself a title to substantiate your position such as Process Specialist, Systems Consultant or Subject Matter Expert.



Develop a press kit.

Insert a letter describing your willingness to act as a media contact or guest speaker into a two-pocket folder. Add your biography tailored to showcase your unique knowledge and a fact sheet so the reader clearly understands what storylines or topics you can address. While sales literature is key to your overall marketing strategy, keep it to a minimum in your press kit. The purpose here is to establish yourself as a serious, credible authority, not as a peddler of a particular product or service.



Join the speaker's circuit.

Give lectures, host seminars, hold workshops or teach a class. Whether you speak for free or for a fee, the resulting credibility and publicity will be a valuable foundation and more than repay the time you spent on preparation. Start in your local community then look for regional and national opportunities. Host a session at the annual meeting of your trade association and watch your visibility grow.



Tightly define your

area of expertise. Rather than competing with the myriad of self-proclaimed business experts, narrow your focus to a specific industry, demographic or topic. For example, instead of promoting yourself as a general marketing guru emphasize your many years of success in reaching an identifiable market segment, such as the manufacturing industry or recent college graduates or technology users.



Establish cred-

ibility with print. People believe what they read. Showcase your expertise by publishing newsletters, white papers and special reports. Write each piece with an educational angle, not as an advertisement. Include media outlets and industry publications on your mailing list so you are top-of-mind when a quote is needed in your area of specialization.



Weave a tangled Web.

Build an audience by hosting an interesting or controversial blog. Create profiles on social networking sites that appeal to your target audience. Use your Web site as a means for customers to request copies of your educational materials or press kit.

THERE IS WORK INVOLVED IN EXPERT POSITIONING, but consider it one element of a comprehensive marketing and strategic communications plan. Your status gives you a unique selling proposition, a reason for customers to choose your company over your competitor.



QUALITY
PRINTING
COMPANY

Constructing solutions to climate change

We at Quality Printing are extremely proud to announce that as of January 1st, 2009, our manufacturing plant is 100% Wind Powered with energy from Community Energy.

Quality Printing has a reputation for being a pioneer in leading edge technology. So it's no wonder we're leading the fight to help reduce air pollution. We are also aiding in the advancement of our nation's energy independence by decreasing our reliance on fossil fuels and imported resources.

We are committed to purchasing wind-generated renewable energy certificates and we encourage our partners to help aid in the preservation of our environment for future generations.

Creating value with the Community Energy wind logo

Community Energy's Wind Logo helps raise public awareness of renewable energy and provides an opportunity to visually demonstrate a commitment to the environment. The Wind Logo signifies that the electricity associated with producing a product or delivering a service is directly matched to a wind energy purchase.



Supplied by Community Energy



The Global Benchmark for
Responsible Forest Management

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The FSC logo identifies products
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