

**IT'S NOT EASY BEING GREEN...
OR IS IT?**

Allen Press Editorial Seminar

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WHAT ARE THE ISSUES?

- Paper
 - Recycled content
 - Chlorine
 - FSC/FSI certification
- Ink
- Consumables
- Digital workflow
- Online publishing
- Global print



WHY USE RECYCLED PAPER?

The average person in the U.S. consumes about 700 lbs. of paper annually, making the U.S. the largest consumer of paper in the world.



90% of printing/writing paper comes from virgin tree fiber.

Conventional paper is bleached using chlorine derivatives, which release dioxins and other toxins and pollutants into rivers and streams.

WHAT IS RECYCLED FIBER?

Pre-consumer content refers to paper made from paper scraps and trimmings left over from the paper manufacturing process.



Post-consumer content refers to paper made from paper that has been recovered after consumer use.





SOME STATISTICS AND FACTS

- 1 ton of recycled paper saves 3 cubic yards of landfill
- 1 ton of uncoated non-recycled paper = 24 trees
- 1 ton of non-recycled newsprint = 12 trees
- 1 tree makes about 8000 sheets of copy paper
- 1 ton of 30% recycled paper saves 7 trees
- 65% of trees cut in the Canadian Boreal Forest are used to make paper
- Young trees absorb carbon faster
- Older trees store more carbon
- Cut trees release carbon into the atmosphere

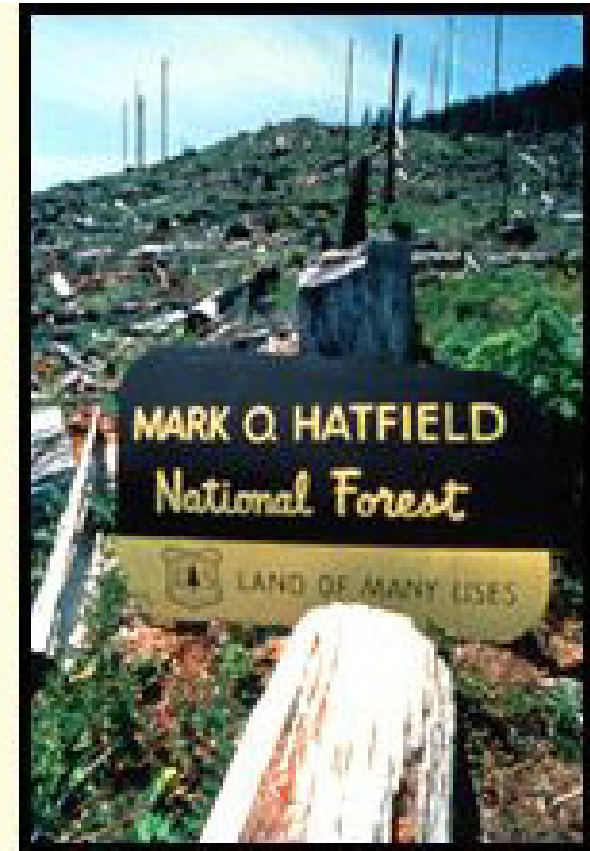


MORE STATISTICS AND FACTS

- Industrial nations with 20% of world's population consume 87% of printing and writing paper
- 42% of the world's industrial wood harvest goes to paper manufacturing
- The pulp and paper industry is the largest consumer of water in industrialized countries and third largest greenhouse gas emitter
- 71% of the world's paper supply comes from forest harvested timber

AND JUST A FEW MORE....

- 25 million acres of ancient forest are cleared or destroyed every year
- Ancient forests cover only 7% of world's land surface
- The Boreal Forest is North America's wilderness



Elizabeth Feryl, FDE

CHLORINE AND CHLORINE DERIVATIVES

- Elemental chlorine free
 - Chlorine derivatives
 - Organic toxins
- Totally chlorine free
 - Virgin fiber paper only
 - Not as desirable as....
- Processed chlorine free
 - Some recycled content present
 - Otherwise no chlorine used in process



FSC vs. SFI

- FSC (Forest Stewardship Certification)
 - Independent nonprofit organization founded 1993
 - Responsible forest management practices
 - Chain of custody
 - Certification logo
 - Third party audits – Smartwood
- SFI (Sustainable Forestry Initiative)
 - Founded 2000 by U.S. companies in forestry industry
 - More land under certification
 - ANSI accreditation and auditing as of 2007

LET'S MAKE A DEAL WITH THE DEVIL

- Price
- Quality
 - Brightness
 - Surface (matte/gloss/uncoated)
- Recycled content
- FSC
- Chlorine
- Your printer's house stock





NEW LEAF PAPER

Environmentally Responsible, Economically Sound

ECO-AUDIT

Environmental benefits of using recycled paper

Using recycled paper made with post-consumer waste and bleached without the use of chlorine or chlorine compounds results in measurable environmental benefits. We are please to report the following savings for your project.

Project: Allen Press Eco-audit 04/20/06

Paper used: New Leaf Ecomatte (40,000 lbs.)

50% deinked recycled fiber, 50% FSC certified pulp, processed chlorine free

233 trees

135,473 gallons of water

13,982 pounds of solid waste

207 million btu's of energy

2.0 years of electricity required by the average U.S. home

29,479 pounds of greenhouse gases

26,005 miles traveled in the average American car

56 pounds of air emissions (VOC's, etc.)

776 pounds of hazardous effluent

CONSUMER SUPPORT OF RECYCLED PAPER

- Study shows consumers will pay more for books on recycled paper
 - \$1 more per book: 42%
 - 75¢ more per book: 4%
 - 50¢ more per book: 14%
 - 25¢ more per book: 19%
- And for magazines, consumers said they are willing to pay:
 - 75¢ more per magazine: 23%
 - 50¢ more per magazine: 24%
 - 20¢ more per magazine: 17%
 - 10¢ more per magazine: 16%

Source - Opinion Research Corp., an independent survey company
commissioned by www.coopamerica.org

OBSTACLES

- Inertia
- Customer education
- Strategic sourcing
- Printability on press
- Price
- Availability



THE DILEMMA, YOU MAKE THE CALL

- Paper 1
 - 50% PC, 50% FSC
 - PCF
 - Light matte coating
 - 88 bright , yellowish looking
 - \$60.00 per cwt
- Paper 2
 - 10% PC, 90% virgin fiber
 - ECF
 - Fully dull coated
 - 96 bright, great looking sheet
 - \$52.00 per cwt
- Paper 3
 - 30% PC, 70% FSC
 - ECF
 - Fully dull coated
 - 92 bright, OK looking
 - \$\$55.00 per cwt
- Paper 4
 - 100% PC
 - PCF
 - Uncoated, supercalendared
 - 84 bright, dingy looking, specks
 - \$48.00 per cwt

WHAT HAPPENS IN THE REAL WORLD?

- Example – 20 clients using same “unfriendly” paper
- 3 different trim sizes, 12 sheetfed, 8 roll fed, 2 paper weights
- Identify paper, calculate cost, notification process, negotiation
- 15 say yes, 5 say no
- Now two kinds of paper to buy and inventory
- Multiplied by number of sizes – was 12, now 24 varieties
- Paper cost goes up for all due to smaller quantity orders



COST OF USING ECO-FRIENDLY PAPER



- Passed on by your printer to you
- Recycled/FSC – some mills charge \$3 extra per cwt
- Impact on typical 4-color publication
 - 100 pages, 1000 copies - \$112.50
 - 400 pages, 1000 copies - \$464.70
 - 100 pages, 10000 copies - \$334.80
 - 64 pages, 25,000 copies - \$453.90

LOW V.O.C. (VEGETABLE BASED) INK



- Myth – soy based ink contains no petroleum
- Reality – government requirement for soy ink is 7% soy. Most soy inks have as much as 60% petroleum.
- Soy ink does not dry well, particularly in heatset web presses
- Printers claiming to use soy ink are probably using
 - Web printers – 3% soy, 60% petroleum
 - Sheetfed printers – 7% - 15% soy, 20% - 40% petroleum
- Allen Press now testing new sheetfed ink with 0% petroleum and 0 VOC emissions

CONSUMABLES

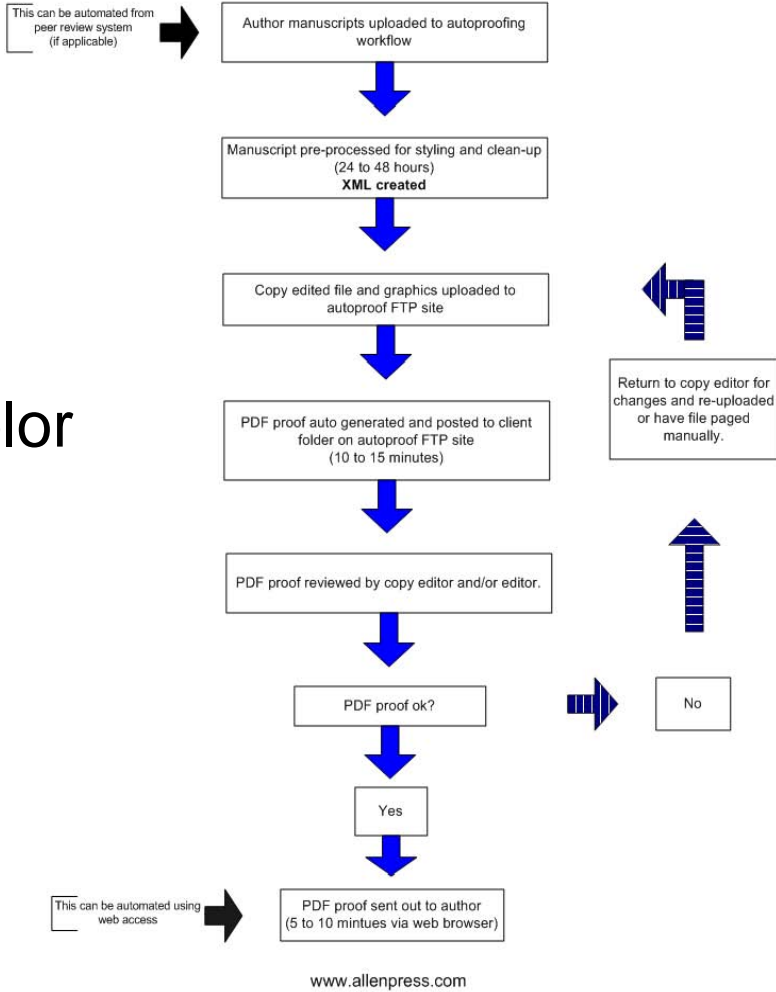


- Low V.O.C. fountain solution/washup mixes
- Recycle solvents and chemicals
- Recycle bindery trimmings
- Chemical free plate processing
- Recycle printing plates
- Recycle unused books/journals/magazines
- Ship excess inventory to less developed countries
 - International Book Bank



DIGITAL WORKFLOW

- PDF author proofs
- Autoproof workflow
- Prinergy/InSite – paperless color proofing system
- Publish ahead of print
- Alternatives to print
 - Online publishing only
 - Article pay-per-view
 - Blocks of docs
 - Interlibrary loan



GLOBAL PRINT ON DEMAND

- Plants in U.K., China and U.S.
- Print, mail locally
- POD has little or no setup cost
- POD competitive up to
500 – 600 copies
- Digital proofing and press calibration “to the numbers”
- Local distribution means lower cost and reliable delivery
- Prepress and imposition done at one location and sent electronically to other plants
- U.S. or U.K. administration and customer service
- One contact point for mailing list, billing, etc.



RECENT RFP RECEIVED FROM LARGE U.K. PUBLISHER

	Print Run UK	Print Run USA	Print Run Singapore/ Malaysia	VOLUME	FREQUENCY	ANNUAL EXTENT	Annual Copies required UK	Annual Copies required USA	Annual Copies required Singapore/ Malaysia
Journal A	100	80	350	20	4	784	400	320	1400
Journal B	150	215	250	41	3	432	450	645	750
Journal C	170	260	85	15	4	768	680	1040	340
Journal D	180	220	115	53	4	448	720	880	460
Journal E	300	220	75	34	4	640	1200	880	300
Journal F	220	50	135	9	8	960	1760	400	1080
Journal G	260	125	65	25	4	608	1040	500	260
Journal H	260	120	60	12	5	640	1300	600	300
Journal I	260	125	55	7	6	864	1560	750	330

Etc. (17 titles in all)

Logos to look for

- FSC certified



- Recycled paper



LINKS

- Conservatree
 - <http://www.conservatree.com/>
- Forest Stewardship Council
 - <http://www.fscus.org/>



- Environmental Protection Agency
 - <http://www.epa.gov/>



Links

- New Leaf Paper

- <http://www.newleafpaper.com/index.html>

- Rainforest Action Network

- <http://ran.org/>

- Chlorine Free Products Association

- <http://www.chlorinefreeproducts.org/>



Links

- Coop America - Woodwise

- <http://www.coopamerica.org/programs/woodwise/>



- Environmental Paper Network

- <http://www.environmentalpaper.org/>

