

AN ALLEN PRESS SEMINAR

allen★press

BLUEPRINT FOR SUSTAINABLE PUBLICATIONS

BEST PRACTICES & INNOVATIVE SOLUTIONS

Environmental Considerations for Paper and Printing

Guy Dresser

Environmentally friendly paper

- Recycled content
 - Primary – post consumer (PC)
 - Secondary – pre consumer
- FSC certification – more desirable
- SFI certification – less desirable



Why used recycled paper?



- The average person in the U.S. consumes about 700 lbs of paper, 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 also bleached using chlorine derivatives, which create dioxins and other toxins and pollutants.

Chlorine

- Processed Chlorine Free (PCF)
 - most desirable
- Totally Chlorine Free
 - sounds desirable, BUT
- Elemental Chlorine Free
 - less desirable, contains chlorine derivatives
- Raw chlorine
 - rarely used



Trade-offs (make a deal with the devil)

- Price
- Quality
- Brightness
- Recycled content
- Chlorine
- Your printer's
house stock



Here's your dilemma; you make the call

- Paper 1
 - 50% PC, 50% FSC
 - PCF
 - Light matte coating
 - 88 bright, yellowish looking
 - \$70.00 per cwt
- Paper 2
 - 10% PC, 90% virgin fiber
 - ECF
 - Fully dull coated
 - 96 bright, great-looking sheet
 - \$62.00 per cwt
- Paper 3
 - 30% PC, 70% FSC
 - ECF
 - Fully dull coated
 - 92 bright, OK looking
 - \$65.00 per cwt
- Paper 4
 - 100% PC
 - PCF
 - Uncoated, supercalendared
 - 84 bright, dingy-looking specks
 - \$58.00 per cwt

Consumers Will Spend More for Publications Printed on Recycled Paper

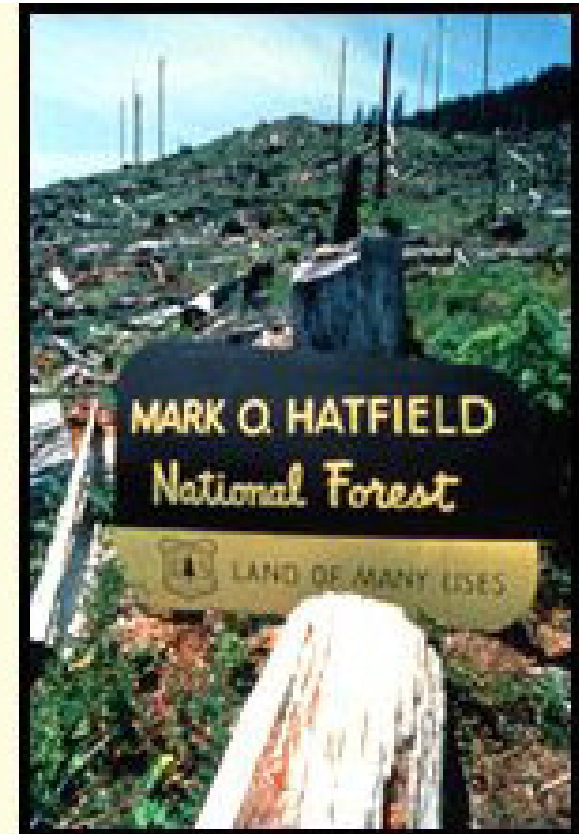
- Study shows consumers will pay more for books on recycled paper:
 - \$1 more per book: 42%
 - 75¢ more per book: 4%
 - 50¢ more per book: 14%
 - 25¢ more per book: 19%
- And for magazines, consumers said they are willing to pay:
 - 75¢ more per magazine: 23%
 - 50¢ more per magazine: 24%
 - 20¢ more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

Source - Opinion Research Corp., an independent survey company

commissioned by www.coopamerica.org

Ancient forests at risk

- Ten million hectares (25 million acres) of ancient forest are being cleared or destroyed every year around the world.
- Ancient forests cover only seven per cent of the Earth's entire land surface.
- The Boreal Forest — North America's Wilderness



Elizabeth Feryl, FDE

Obstacles

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



Costs of using environmentally-friendly paper

- Passed on by your printer to you
- Recycled paper – 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

Market trends

- Paper manufacturers closing mills
- Shutdowns in 2007 reduced capacity 12%, 2008 predicted 8%, European imports down
- Consolidation – 5 mills control 85% of North American paper supply, 2 mills control 50%
- Groundwood coated on allocation
- Mill inventories at historic low level
- Mills operating at nearly 100% capacity
- Prices increased 15% in 2007, another 15% in 2008, 22% overall last 12 mos.

Soy-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 Initiatives

- Became certified in May as a Chain of Custody provider.
- Made the decision that all house stocks will be FSC-certified.
- Selected FSC-certified papers that have PCW recycled content and other “green” features.

Clients can promote their support of the environment by publishing the FSC logo in their publications if they have chosen an FSC certified stock.



Renewable Energy Program

- Allen Press is offsetting 25% of its non-production energy use through the purchase of 250 green tags in 2008.
- Donation to ESA of 106 green tags to offset the energy used by their editorial offices.
- Employees will be able to purchase green tags for a discounted rate.



Bonneville Environmental Foundation



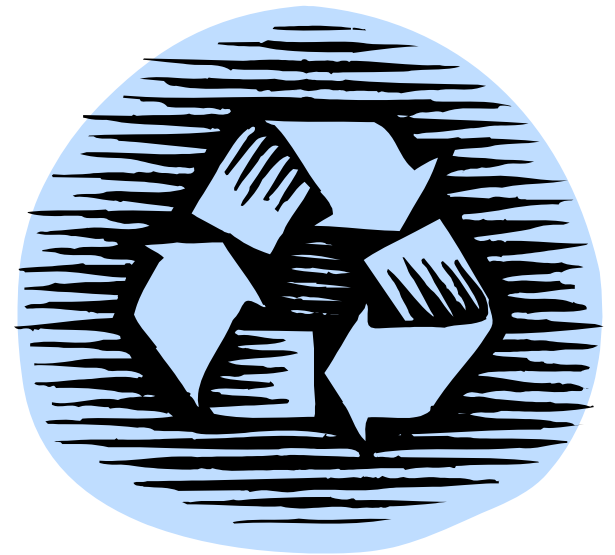
BONNEVILLE
ENVIRONMENTAL
FOUNDATION

BLUEPRINT FOR SUSTAINABLE PUBLICATIONS

- Print customers can offset the carbon emissions created by the production of their publication through the purchase of renewable energy certificates, or green tags, for approximately 1 cent per book.
- Customers can purchase green tags through Allen Press to offset the energy used by their editorial or business offices at a discounted rate.

Recycling Efforts

- Good manufacturing processes
 - 2,100 tons of paper annually
 - 50 tons of aluminum printing plates annually
 - Soy Inks, digital workflows & paperless processes
- Grassroots efforts
 - Aluminum cans
 - Plastic bottles
 - Office paper





PREMIER ISSUE no.1

FrontMatter

In front of publication issues that matter

- Each issue of the Allen Press corporate newsletter contains an article about environmental sustainability and industry initiatives.



- The newsletter is printed on FSC-certified paper.

<http://frontmatter.allenpress.com>

A horizontal banner with a background image of a blueprint on a wooden table, with a pen and a ruler. The text "BLUEPRINT FOR SUSTAINABLE PUBLICATIONS" is written in white, bold, uppercase letters across the bottom of the banner.

BLUEPRINT FOR SUSTAINABLE PUBLICATIONS

Logos to look for

- FSC certified



- Recycled paper



Links



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



BLUEPRINT FOR SUSTAINABLE PUBLICATIONS



NEW LEAF PAPER

Environmentally Responsible, Economically Sound

- 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/>
- Rethink Paper
 - <http://www.rethinkpaper.org/>



RETHINK PAPER



BLUEPRINT FOR SUSTAINABLE PUBLICATIONS

Links

- Environmental Paper Network
 - <http://www.environmentalpaper.org/>



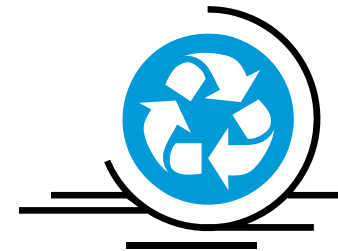
- Rainforest Alliance



Thank you



Bonneville Environmental Foundation



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