

3 Ways to Support Environmental Sustainability



Print your publication on FSC-certified and/or recycled paper.

The paper you choose for printing your publication makes a difference. The use of post-consumer waste is important to the environment. The Environmental Defense Fund and the Alliance for Environmental Innovation claim the benefits of using recycled fiber include 27% less energy consumption, 47% fewer greenhouse gases, 33% less waste paper, and 54% less solid waste. Recycling and purchasing recycled papers is one of the foremost methods by which organizations can help protect the environment.

Since most papers contain some virgin fiber, also look for the Forrester Stewardship Council (FSC) seal when selecting a paper. Only certified FSC Chain-of-Custody printers and paper manufacturers can offer the guarantee that the trees used in the production of the paper are harvested in a socially and environmentally responsible manner.

Step 1: Select a paper or papers that are FSC-certified. Both the Cover and Text sheets must be FSC-certified for the publication to carry the FSC seal. All of the Allen Press house papers are FSC-certified. In many cases, there will be no price difference. Your sales representative will provide you with a quote if the price increases or decreases. If your publication is currently printed on a special order paper, you can switch to an FSC-certified paper when your current supply is depleted.

Step 2: By selecting an FSC-certified paper, the publication can then display the FSC seal within its pages to promote your organization's efforts to support environmental responsibility. If you currently use Allen Press composition services for the typesetting of your publication, we will place this seal for you. If typesetting or layout is handled outside of Allen Press, we will provide you with an electronic version of the appropriate FSC logo placeholder. You will be required to adhere to the usage guidelines published by the Forest Stewardship Council and sign an authorization form. You will also be permitted to place the promotional logo on your publication or organization website after the first issue is printed on FSC-certified paper. You will then have to sign a trademark license from Smartwood, the world's leading FSC-certifier.

Offset the carbon emissions created by the production of your publication through the purchase of renewable energy certificates.

Allen Press works with The Bonneville Environmental Foundation, to support renewable energy initiatives by purchasing renewable energy certificates to offset our carbon emissions. Your organization can exhibit its support for environmental sustainability by participating in the Allen Press Renewable Energy Program.

Step 1: For as little as 1 cent per book, journal, or magazine, we will work with the Bonneville Environmental Foundation to acquire renewable energy certificates to offset the energy used specifically in producing your publication. In addition, we can further assist you in your efforts to promote your commitment to sustainability through the purchase of certificates to offset the energy used in your editorial or business office.

Renewable energy certificates can be purchased for \$12 per tag. One certificate represents enough renewable energy to offset a typical home for a month with clean wind and solar power, and is equal to:

- 1,000 kilowatt-hours of renewable energy onto North America's power grids
- 1,400 pounds of avoided air pollution (primarily measured as carbon dioxide)
- 1,500 miles of offsetting emissions from a standard car

Step 2: The carbon calculator found at www.b-e-f.org/calc will help you to calculate the amount of CO₂ and other greenhouse gases (CO₂e) your editorial and business office activities create. Once you determine what you would like your renewable energy certificate investment to be, contact your sales representative or account manager to purchase.

Choose partners that employ environmentally responsible manufacturing processes.

By choosing Allen Press as your partner, you're already doing this! Responsible manufacturing practices are imperative at Allen Press, and we recycle more than 2100 tons of paper

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and nearly 50 tons of aluminum printing plates annually. The poly wrap used for mailing publications is made of a recyclable material. In addition, our employees support our sustainability mission through grassroots efforts of recycling aluminum, plastic, electronics, ink cartridges, and office paper.

A variety of online tools, such as InSite®, PeerTrack,™ and AllenTrack,™ allow us to provide paperless workflow alternatives, eliminating the need to print manuscripts and proofs. Using automation technology in our workflows eliminates the need to print and mail author and editor proofs.

Allen Press uses soy inks for printing. Soy ink is naturally low in VOCs (volatile organic compounds, chemical compounds that evaporate and react to sunlight) and its usage can reduce emissions causing air pollution. We are constantly testing new inks and solvents as they become available achieve the least environmental impact possible without sacrificing quality.