

PLANNING

- Consider using 100% PCW uncoated paper.
- Think about using Elemental Chlorine Free or Totally Chlorine Free paper.
- If using virgin paper stock, look for FSC or SFI certification.
- Buy paper from a source using sustainable energy in production.
- For long shelf life, choose a paper that meets American National Standards Institute standards for product longevity.
- Plan ahead to avoid air and rush shipping.
- Employ targeted, updated mailing lists.
- Plan ink colors and finishes so they can run in one pass.
- Consider tree-free papers or buy FSC and Green Seal certified papers and products.

PRODUCTION

- Carefully target your audience to maximize print effectiveness, along with other media options.
- Use the fewest materials necessary to be effective.
- Maximize long-term value with useful, multipurpose design.
- If the printed piece isn't reusable, ensure that it is recyclable.
- Try digital photography.
- Replace paper printouts with PDF digital proofs.

INKS AND FINISHES

- Consider vegetable-based inks for uncoated paper, and UV inks for coated paper.
- Use fewer ink colors.
- Lighten your ink coverage.
- Avoid metallic and fluorescent inks when possible.
- Try using aqueous varnishes and coatings instead of UV coatings and laminates.
- Seek alternatives to foil stamping.
- Make use of water-based glues.

PRINTING

- Involve the print vendor in the planning stages.
- Choose an FSC certified printer.
- If not FSC certified, check that the printer has an environmental management system in place.
- Consider filmless and plateless digital printing for small runs.
- Send art to printer electronically or on a rewritable CD.
- Clearly outline specs to vendor.
- At project close, recap with client and vendors to learn from successes or failures.

LOGO USE

- Use recycled logo and indicate PCW content.
- Use FCS or SFI logos according to guidelines.
- Indicate ISO certification where applicable.
- Use PCF, ECF, or TCF designations where appropriate according to pulp-bleaching method.
- Note vegetable ink use.
- Encourage end-user to either share or recycle the printed piece.

OTHER

- Use energy-saver features on computer equipment.
- Institute an office recycling program.
- Promote purchasing recycled office paper.
- Print double-sided and/or in draft mode.
- Use silverware and mugs instead of paper and plastic.
- Donate old office equipment to schools or Free Geek.
- Shake toner cartridges occasionally to lengthen life.
- Use alternative modes of transportation.
- Use energy efficient lighting.
- Use cleaning products that are soy-based and biodegradable.
- Ship goods, when possible, by bicycle couriers, hybrid cars or biodiesel fueled trucks.
- Use chlorine-free, 100% recycled fibers for paper towels and bathroom tissue.