

Ten Green Questions

You Can Ask Your Printer

Here is a list of ten green questions you can ask your printer to gauge their environmental performance in a number of key areas.

1. Are you FSC certified?
2. Do you have an environmental policy?
3. Have you implemented an environmental management system? (EMS)
4. Do you use Isopropyl Alcohol in the pressroom?
5. How do you engage your employees in sustainability?
6. Which materials do you recycle?
7. Are you tracking carbon emissions? If so, do you have mitigation strategy?
8. What environmental performance indicators are you tracking?
9. Does your company generate hazardous waste? If so, how is it disposed of?
10. What measures have been taken to reduce VOCs in your process?

If your printer is unable to answer these questions, you should ask yourself, "Why not?" Consumer demand for environmentally responsible printing is now the norm. Challenge your printer/agency to become more environmentally conscious.

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