

**Great Print Buyers Program
Michigan Great Printers Project
Constitution Hall
525 W. Allegan, 1N
Lansing, MI 48913**

support your
COMMUNITY

support the
ENVIRONMENT

support a
**MICHIGAN
GREAT PRINTER**



For information, contact:

**Environmental Science and Services
Division
PO Box 30457
Lansing, MI 48909-7957
800-662-9278**

The Michigan Department of Environmental Quality (MDEQ) will not discriminate against any individual or group on the basis of race, sex, religion, age, national origin, color, marital status, disability, or political beliefs. Questions or concerns should be directed to the Office of Personnel Services PO Box 30473 Lansing MI 48909.

Great Print Buyers

make a difference



**a guideline to environmentally friendly
choices in the printing industry**



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As buyers and designers of print materials, you are well aware of the importance and power of the printed piece. You make choices which influence the quality, design, and cost of your printed materials. These decisions also have the potential to harm the environment through chemical use and pollution. There are, however, choices you can make to help diminish environmental impact in the printing and publishing industry without sacrificing artistic and economic concerns. For example, anyone who buys printing of any kind can make a difference for the environment by following these simple guidelines:

- ◆ Ask your printers what they're doing to reduce the environmental impacts of the chemicals and inks they use.
- ◆ Choose uncoated, totally chlorine-free paper with high post-consumer recycled content.
- ◆ Minimize paper use by specifying lighter weight paper and using both sides.
- ◆ Avoid neon and metallic inks.
- ◆ Use water-based, non-chlorinated glues.
- ◆ Don't print more than you need.

Not every printer will be able to meet all your green specifications; however, over 130 Michigan printers have made a voluntary commitment to promote environmental stewardship in the printing and publishing industry.

As members of the Michigan Great Printers Project, these shops have committed to voluntarily minimize the impact on human health and the environment while producing a quality printed piece for their customers. Members seek continuous environmental improvement through periodic assessments of operations, materials, and products, and by drawing on information and ideas from employees, print buyers, suppliers, and neighbors. Michigan's Great Printers are working with their customers to produce an environmentally superior product that meets cost and quality needs.

Help foster pollution prevention in the printing industry by becoming involved in the MI-GPP as a participating buyer of "Great Print" materials. Whether your pledge is verbal or written, as a Great Print Buyer you would support registered Great Printers when economically feasible and encourage other individuals and organizations to do the same. By spreading the message of pollution prevention, we can help create a business environment that is beneficial to both public health and economic gain.



Ask for the **Michigan Printed by a Great Printer** symbol on your next print project.

Print Buyer Guidelines: Are they good for the environment?

Environmental-Friendly Design Questions:

- Can your print job be designed to use less paper (e.g., two-sided printing, use of single spacing and reduced borders)?
- How bright must the paper be? Can a lower brightness be used to avoid unnecessary paper bleaching?
- Does the print job avoid glossiness or coatings that may make it difficult to recycle? If you use a coated paper, request paper with at least 20% post-consumer recycled content.
- When coating paper, does your printer have the option of a water-based coating?
- Can you use paper with a high percent of post-consumer content for fine text and cover grades?
- Can you avoid scratch off, foils and plastic polystyrenes in marketing your materials?

This guideline is intended to help you work with your printer to design and produce an environmentally superior printed product that meets your cost and quality needs.

You can help promote environmental stewardship in the printing industry. Make a commitment to the Michigan Great Printers Project by becoming a Great Print Buyer. Let printers, suppliers, manufacturers, customers, and your local community know that environmental performance is important to your business.

Call the **Michigan Great Printers Project** at **800-662-9278** or visit **www.michigan.gov/deq** to find a Great Printer near you.

Environmental-Friendly Print Questions:

- Is your printer a Great Printer?
- Does your printer use vegetable or soy-based inks?
- Does your printer use any specific pollution prevention strategies?
- Can your print job be printed with recycled ink or ink that has minimal volatile organic compound (VOC) content? (VOCs are hydrocarbon compounds that evaporate readily, becoming gases that pollute our air and water. Examples include propane, benzene, and other gasoline components.)
- Does your printer offer alcohol-free or waterless printing?
- Can your print job be produced with ink that does not contain heavy metals?
- Does your printer try to recycle ink or minimize ink waste?
- Does your printer know about Totally Chlorine Free (TCF) paper or Elemental Chlorine Free (ECF) paper?
- Can water-based glues and bindings be used rather than solvent-based?
- Is the printed product easily recyclable?
- Does your printer use films manufactured without chemicals?
- Does your printer have the option of Direct Digital Printing, Direct-to-Plate, and Digital Proofing to eliminate use of film altogether?
- Does your printer have a silver recovery system in place?

Great Print Buyer Commitment

Our company supports the goals of the Michigan Great Printers Project (MI-GPP), which seeks to foster pollution prevention (P2) within the printing industry.

P2 means preventing wastes rather than using expensive treatment and control technologies on end-of-pipe wastes. P2 can decrease environmental liabilities, reduce waste disposal costs, and improve working conditions. It examines ways to eliminate or reduce pollution before it is generated by changing working materials, practices, or technology and by increasing efficient use of raw materials, energy, water, and other resources.

As a Great Print Buyer, we commit to supporting registered Great Printers whenever possible and to encourage other individuals and organizations to do the same.

_____ (company name)

_____ (authorizing official)

_____ (title)

_____ (telephone number)

_____ (date)

Tear off and mail to begin your commitment as a Great Print Buyer.