

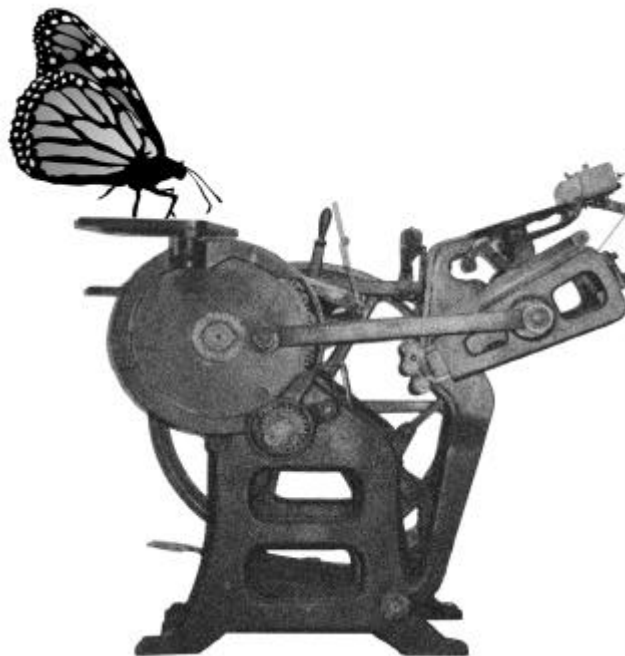


REDUCE • REUSE • RECYCLE

FOSTERING POLLUTION PREVENTION IN THE LITHOGRAPHIC PRINTING INDUSTRY

# MI-GPP Progress Report I

*Making Pollution Prevention  
Standard Practice in the Printing Industry*



John Engler, Governor ♦ Russell J. Harding, Director  
[www.deq.state.mi.us](http://www.deq.state.mi.us)

MICHIGAN ENVIRONMENTAL  
COUNCIL  
(517) 487-9539  
(517) 487-9541 Fax

PRINTING INDUSTRIES  
OF MICHIGAN  
(248) 354-9200  
(248) 354-1711 Fax

MICHIGAN DEPARTMENT OF  
ENVIRONMENTAL QUALITY  
(800) 662-9278  
(517) 335-4729 Fax

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*As a “Michigan Great Printer,” Print and Graphic Services is significantly committed to environmental stewardship by employing environmentally sound practices in the lithographic industry.*

## Acknowledgments

The *Michigan* Great Printers Project (MI-GPP) is part of a unique, regional pollution prevention initiative, the Great Lakes Great Printers Project. The regional project is sponsored by the Council of Great Lakes Governors, Printing Industries of America and the Environmental Defense Fund. The MI-GPP is a partnership led by the Printing Industries of Michigan, Michigan Environmental Council and the Michigan Department of Environmental Quality. This document reflects the work of many different organizations in Michigan interested in a clean Great Lakes ecosystem and a strong Michigan printing industry. The last four pages of this document list the individuals who are on the Michigan Steering Committee and Task Groups and have been actively working on implementing the MI-GPP.

Looking back at the MI-GPP accomplishments over the past three years, it is evident that the key to its success has been Michigan’s Great Printers. Each of Michigan’s current 109 Great Printers are environmental stewards who have and continue to implement pollution prevention in their businesses, and are examples of how businesses are working within communities to protect the environment.

**Thank you, MI-GPP Partners - Great Printers, Print Buyers, and Team Members**

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## Program Overview

### What is the Great Printers Project?

The Great Printers Project is a cooperative effort to make pollution prevention a standard practice in the lithographic printing industry. Regionally, the project is sponsored by the Council of Great Lakes Governors (CGLG), the Printing Industries of America (PIA), and the Environmental Defense Fund (EDF). The Great Lakes region is host to the Great Printers Project initiative with state pilot projects located in Michigan, Illinois, Minnesota, and Wisconsin.

The Regional team released a July 1994 report titled, "The Great Printers Project: Recommendations to Make Pollution Prevention a Standard Practice in the Printing Industry." The report encourages commitment to the Great Printers Principles, suggests restructured regulatory requirements, improved printers' access to information and technology, and provides information to print buyers on ways to make pollution prevention and environmental protection a natural part of doing business in the printing industry.

Each State Pilot is using the Great Printers Project report as the basis of action. The four state pilots represent approximately 20 percent of the printing industry nationwide. The printing industry is of great economic importance to the Great Lakes region. Lithographic printers employ more than 340,000 people and add \$35.4 billion in gross sales to the eight Great Lakes states where one-third of the national printing industry is concentrated. The printing industry is comprised mostly of small businesses; over 80 percent of print shops employ less than 20 people. (PIA Print Market Atlas 1997)

### What is the Michigan Great Printers Project?

The Michigan Great Printers Project (MI-GPP) is a partnership between the Michigan Department of Environmental Quality, the Michigan Environmental Council, and the Printing Industries of Michigan. Project efforts include outreach to all printers and registration, recognition, and promotion of "Great Printers." A Great Printer is one who voluntarily works to minimize impacts on human health and the environment while producing a quality printed product for the customer. Participating printers, suppliers, and distributors work together to identify and use environmentally superior materials to produce high quality jobs.

Management activities include program marketing efforts, processing registration forms, reviewing pollution prevention (P2) goals and reports, providing P2 assistance and incentives, recognizing participants, and summarizing MI-GPP achievements and progress in a Progress Report.

The common thread among all participating printers is the power of voluntary commitment. The MI-GPP is an opportunity to demonstrate that pollution prevention, in its various forms, is being accomplished without new regulation.

Anyone with questions or comments on the MI-GPP or this report should contact: Ms. Anita Singh, MI-GPP Manager, at 517-335-2356, or by e-mail at [singhani@state.mi.us](mailto:singhani@state.mi.us).

## Project in Review

The MI-GPP has registered **109 Michigan Great Printers** since registration began in September 1996. The expectations of the project were to register 100 Great Printers, and this goal has been met. Michigan's Great Printers are located across the state, and approximately 80 percent of Michigan's Great Printers employ less than 50 employees; 60 percent employ less than 20 employees. Each Michigan Great Printer committed to three pollution prevention activities and reporting on these activities upon a year's membership.

Of the 109 Michigan Great Printers that have submitted initial registrations, 79 have come up for renewal. Fifty-eight of those up for renewal have submitted their first year report, summarizing their achievements in the past year and recommitting to their current pollution prevention goals or establishing new p2 goals for the following year. Renewal efforts have been difficult. Only seventy-two percent of Michigan Great Printers up for renewal have completed the three-page renewal form. Printers have communicated to project personnel that their small size and consequent time constraints make it difficult to complete the forms. The project has found that one-on-one calls are necessary to obtain renewals.

The MI-GPP has also undertaken efforts to recruit Great Print Buyers. There are 21 Great Print Buyers in Michigan who have made a written or verbal commitment to patronize Great Printers whenever possible. Two Michigan counties have resolutions either encouraging support for county Great Printers or making it mandatory for county government to use only Great Printers. Great Print Buyers' commitment to the MI-GPP has helped create a market incentive for other printers to join the project. These "Committed Great Print Buyers" influence printing processes by requesting environmentally sound printing and by supporting Great Printers with their print jobs.

The MI-GPP has formed a steering committee, project team, and three task groups to implement the recommendations of the Great Printers Project.

The steering committee consists of Michigan-based representatives from the Great Printers Project. Their responsibility is to provide a sounding board for the exploration of relevant issues, work on various tasks, review recommended activities and other products of the project.

The project team is responsible for organizing and managing task groups and resources necessary to implement the MI-GPP recommendations.

Three task groups were organized to address regulatory, marketing/communications, and technical development and assistance issues. Task groups were comprised of additional representatives from government, industry, and environmental organizations who worked together on a consistent basis to meet objectives that encouraged the five groups germane to the MI-GPP (printers, suppliers, print buyers, regulatory agencies, technical assistance providers) to implement objectives related to each task group's issue.

Through the above team organization, the MI-GPP has made the following accomplishments:

- developed numerous MI-GPP publications to market the project and provide technical assistance to registered Great Printers (see appendix D);

- updated the McNaughton & Gunn Case Study highlighting pollution prevention activities and cost savings at McNaughton & Gunn, a Michigan Great Printer since September 1996;
- applied for and received a U.S. Environmental Protection Agency Pollution Prevention Incentives for the States' grant to develop four Michigan Great Printer case studies;
- initiated the first grant-funded case study highlighting the pollution prevention activities and cost savings at Mitchell Graphics, a Michigan Great Printer since September 1996;
- completed the development of the "Regulatory Guidebook for Michigan's Lithographic Printing Industry" and conducted six workshops to review the Regulatory Guidebook with printers;
- distributed the Regulatory Guidebook to over 600 Michigan printers, approximately half the printers in the state;
- developed and disseminated publications to market the project and provide technical information to registered Great Printers;
- provided outreach to Michigan printers regarding the Retired Engineer Technical Assistance Program (RETAP), which has serviced over 20 printers;
- undertook considerable outreach efforts to promote the MI-GPP to print buyers and suppliers; and
- developed the "Printed by a Michigan Great Printer" logo and distributed it to all of Michigan's Great Printers.

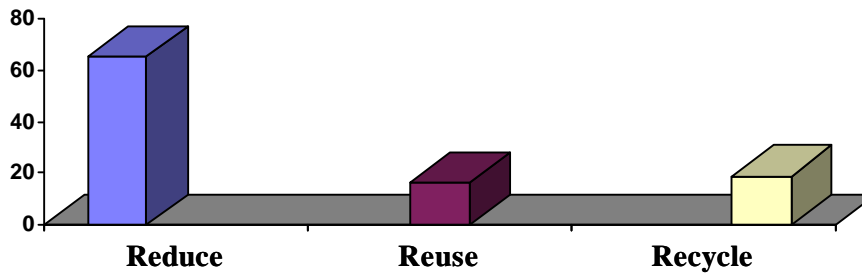
### Michigan Great Printers' P2 Goals

The MI-GPP allows each business the choice of developing P2 goals which best suit the ability and needs of that business. By allowing each Michigan Great Printer flexibility in establishment of its P2 goals, the program enables more printers to join. This important provision of the program, coupled with simplified reporting requirements, creates more incentive for potential partners to register with the MI-GPP.

In essence there are no wrong or right P2 goals. Printers choose three P2 goals, either quantitative (i.e., 20% reduction in the use of hazardous chemicals) or qualitative (i.e., establishment of an office waste recycling program). For printers that need assistance formulating their P2 goals, Environmental Assistance division staff developed a fact sheet which explains what constitutes a P2 goal, as well as provided various examples of P2 goals (*Pollution Prevention Checklist and Strategies*).

The following chart displays the number of Michigan Great Printers (as a percentage of total partners)\* engaged in the three major forms of P2 categories: reduce, reuse, and recycle. Based on a total of 109 Michigan Great Printers who have submitted their P2 goals, 65 percent chose reduce, 16 percent chose reuse, and 19 percent chose recycle as a goal. \*Note: Partners may have chosen goals representing all three categories, as well as qualitative goals, which do not fit in these categories.

## P2 Goals of Michigan Great Printers by Category



**% Michigan Great Printers Conducting Type of P2**

### Results of Individual Annual Reports

The following is a summary of various Michigan Great Printers' P2 accomplishments as outlined in their Annual Reports:

- ⇒ One Great Printing shop utilizes electronic digital color proofing and plating. The digital process eliminates the need for stripping, reduces the use of photographic film and processing chemicals, reduces the creation of waste from "make-ready" and from processing customer changes, and reduces or eliminates VOC air emissions. This Michigan Great Printer has recognized a 64 percent reduction in labor time on a production of a 32-page catalog.
- ⇒ An entire building was relamped with more energy efficient lighting systems at another Great Printing shop. Lithonia low-bay metal halide lights were installed in the production and warehouse areas, and T-8 fluorescent lamps and ballasts were installed in the office and production task lighting areas for a 50 percent reduction in energy costs.
- ⇒ A Great Printer is currently eliminating the use of plates and disposing of ink by 1999.
- ⇒ Waste paper production units are being reduced by approximately 1,000 units per million produced in another Great Printing shop. This calculated to approximately an 850-pound savings in 1998.
- ⇒ One Great Printer is using a Ink Mixing/ Recycling Software Program to reuse ink that would otherwise become waste.
- ⇒ All three film processors were modified in a Great Printer's shop so they are on a complete chemical recycling system. The developer (hydroquinone-free) is recycled through a loop where rejuvenator is added to prolong its life. The tank is replenished when it gets low and is now completely changed only once per month. This modification cut developer usage by 78 percent, saving about \$75,000 total a year in raw material purchasing costs for the three units, giving a six-month return on investment.
- ⇒ Many Great Printers are currently donating paper to their local school systems for reuse, and making pads from cut-off and outdated paper, which is given away to customers and non-profit organizations.

*Fostering Pollution Prevention in the Lithographic Printing Industry*

- ⇒ Many Great Printers are also utilizing silver recovery units with after collectors, thereby eliminating silver emissions.
- ⇒ One Great Printing plant switched from 55-gallon cleaning solvent drums to 245-gallon totes that are refillable.
- ⇒ A 19-employee Great Printing shop has turned to a computer controlled inventory.
- ⇒ Many Great Printing plants are either recycling one or all of the following: waste film, aluminum plates, wood pallets, steel bands from press skids, empty ink cans, and other steel products within the press area.

### Future Outlook for the MI-GPP

The MI-GPP Steering Committee determined that once the goal of registering 100 Great Printers was met, project efforts would be focused on providing technical assistance and marketing outreach to Michigan's Great Printers. The project is responding to the request of its members, Michigan Great Printers and Buyers, to identify and/or develop and distribute tools and informational materials to increase their pollution prevention knowledge.

The Project plans to continue identifying existing and developing new technical assistance publications that will provide Great Printers with the information conducive for pollution prevention changes in their shops. Recently three case studies regarding blanket washes were mailed to Michigan Great Printers. There are two additional case study mailings planned for late October and early December.

Outreach to Michigan's printing buyers regarding the MI-GPP will continue. The Project plans to increase the list of Committed Great Print Buyers from its current 21 print buyers. A significant task the project is undertaking is working with individual state government departments to promote the Great Printing Principles and, therefore, Great Printers.

The MI-GPP will welcome registration of additional Great Printers, as well as renew those Great Printers who complete the annual review forms. An annual progress report will be developed for all of Michigan's Great Print Partners -- printers, buyers, suppliers, and team members.

Pollution prevention projects such as the Great Printers Project can help realize the opportunities for source reduction by focusing beyond treatment and disposal and considering multi-media prevention of pollution. Businesses need information and technical assistance to overcome institutional barriers and adopt source reduction practices. The Michigan Great Printers Project serves as a model approach, leveraging the capabilities of government, industry, and environmental interest groups to promote the economic development of an industry, while protecting the environment and human health.

**Appendix A: List of Michigan Great Printers and their Partners**

The following is a list of current Michigan Great Printers and their Partners (109 as of November 10, 1998), including a contact person at the Great Printer's shop, the city where the Great Printer is located, and a phone number to contact the Great Printer with any questions regarding their participation and if you would like to consider the printer for your printing needs (\*Renewal Pending, registered in 1996):

<b><u>Organization Name</u></b>	<b><u>Contact Name</u></b>	<b><u>City</u></b>	<b><u>Phone Number</u></b>
A & E Printers	Mr. Don Q. Beck	Lansing	(517) 484-2535
Action Printing	Mr. John Serra	Sterling Heights	(810) 739-2750
Adair Printing	Mr. Charlie Foster	Dexter	(313) 426-2822
American Speedy Printing	Ms. Michelle Komar	Lake Orion	(248) 693-3252
American Speedy Printing	Mr. Brad Naghtin	Lansing	(517) 394-2995
Amerikal, Inc.	Mr. John O'Keefe	Kalamazoo	(616) 349-9103
Amway Corporation	Ms. Loretta Campbell-Jones	Ada	(616) 787-4044
Aquila Printing	Ms. Tina Kirkman	Detroit	(313) 535-0120
Arrow Swift	Ms. Liz Hogg	Mason	(517) 676-6188
ASAP Printing	Mr. Joe Beaudrie	Lansing	(517) 349-7300
Braun-Brunfield, Inc.	Mr. Randy Buckingham	Ann Arbor	(734) 662-3291
BRD Printing, Inc.	Mr. Donald Hough	Lansing	(517) 372-0268
Bryant Printing	Mr. Al Langstrom	Kalamazoo	(616) 345-1148
Business Cards Plus	Mr. Mike Spontelli	Grand Rapids	(616) 327-7727
Business Imaging Group	Mr. Dan Gaspaeto	Brighton	(810) 229-2989
Champion Printing and Advertising	Mr. Mike Shutler	Jackson	(517) 789-9043
Clarke American	Mr. Scott Finses	Grand Rapids	(616) 452-3148
Classic Printing, Inc.	Mr. Vito Cicinelli	Holt	(517) 699-2174
Colonial Press, Inc.	Mr. John Moreno	Jackson	(517) 782-2737
Copy Options, Inc.	Ms. Deb Scott	Grand Rapids	(616) 243-5889
*Copy Quick	Mr. Dave Birnbaum	Saginaw	(517) 754-0000
Corona Graphics, Inc.	Mr. Dave Paulsen	Kalamazoo	(616) 342-6492
CPI Graphics	Mr. Steve Pierce	Lansing	(517) 321-0740
Craft Press Printing	Mr. Jim Dahlgren	Niles	(616) 683-9694
Danielson Color Print	Mr. Paul Danielson	Ludington	(616) 843-3531
Delta Printing Company, Inc.	Mr. David Campbell	Lansing	(517) 484-7761
Dickinson Press	Mr. Vern DeWeerd	Grand Rapids	(616) 957-5100
Double Day Bros. & Company	Mr. Chuck Wytrychowski	Kalamazoo	(616) 381-1040

<b><u>Organization Name</u></b>	<b><u>Contact Name</u></b>	<b><u>City</u></b>	<b><u>Phone Number</u></b>
Eagle Printing	Mr. Mickey Hicks	Coldwater	(517) 279-7948
Earle Press Printing	Mr. Wes Percy	Muskegon	(616) 773-2111
Econo Print, Inc.	Mr. Ted Stilber	Pinckney	(313) 878-5806
Economy Printing Company	Mr. Ed Ramage	Parchment	(616) 349-7603
Executive Printing Services	Mr. Ray Davis	Farmington Hills	(248) 476-7723
Falcon Printing	Mr. Juergen Lohrke	Ada	(616) 676-3737
First Impression Printers	Mr. Terry Weaver	Ann Arbor	(734) 662-6541
Flashes Publishers	Mr. Robert M. Pollom	Allegan	(616) 673-2141
Flint Ink Corporation	Ms. Rita Conrad	Ann Arbor	(734) 622-6362
Fullserv, Inc.	Ms. Leila Covrigarn	Ann Arbor	(734) 913-0690
G-Graphics	Mr. Dan Gasparotto	Brighton	(810) 229-8003
Gardner Printing	Mr. Jerald Squiers	Lansing	(517) 482-1512
Goetzcraft Printers	Ms. Paulette Goetz	Ann Arbor	(734) 973-7604
Grandville Printing	Mr. Mark Stiles	Grandville	(616) 534-8647
Graphics 3, Inc.	Mr. Larry Iveson	Coldwater	(517) 278-2159
Hatteras Printing	Ms. Rebecca Nesbitt	Livonia	(734) 459-1596
Holland Sentinel, The	Mr. Steve Lindquist	Holland	(616) 392-3020
Howard Printing	Ms. Patty Smetana	Kalamazoo	(616) 329-0022
Huron Valley Printing & Imaging	Mr. Ed McEachern	Ypsilanti	(734) 485-4550
Ideal Printing Company	Mr. Dan Goris	Grand Rapids	(616) 453-2433
Image Masters Precision Printing	Mr. Ted Weiswasser	Wixom	(248) 624-0600
Impressions Printing Inc.	Mr. Clark Barnes	Highland	(810) 887-4554
Inco Graphics	Ms. Carol Dockter	Mason	(517) 676-5188
Ingham County Printing Office	Mr. Tom Clinton	Mason	(517) 676-7308
International Minute Press	Mr. Dave Wattles	Farmington Hills	(810) 474-7335
International Minute Press	Mr. Jeffery Paul	Ann Arbor	(734) 769-3351
International Minute Press	Ms. Margaret Woodhams	Portage	(616) 383-0600
IPC Communication Services	Mr. Jim Button	St. Joseph	(616) 428-5130
Jiffy Prints	Mr. Tom Jones	Flint	(810) 744-2950
Job Shop Printers	Mr. Scott McCulloch	Lansing	(517) 372-3900
John Henry Company, The	Mr. Michael Dodson	Lansing	(517) 323-9000
Keystone Printing, Inc.	Mr. Fred Dubendorf	Lansing	(517) 887-2922
Kimcraft Printers	Mr. Art Kletzka	Livonia	(313) 591-3434
Lake Superior Press, Inc.	Mr. Wayne Jacques	Marquette	(906) 228-7450
Lansing Printing Company	Mr. Jeff Donahue	Lansing	(517) 485-5700

<b><u>Organization Name</u></b>	<b><u>Contact Name</u></b>	<b><u>City</u></b>	<b><u>Phone Number</u></b>
Lawson Printers, Inc.	Mr. Dennis Rankin	Battle Creek	(616) 965-0525
Litho-Tech Printing	Mr. Hank Altschul	Holland	(616) 396-4259
Logan Brothers	Mr. Robert Hatcher	Lansing	(517) 485-3771
LTI Printing	Mr. Richard Weyler	Sturgis	(616) 651-7574
Macomb Printing	Mr. Ronald Bracali	Clinton Township	(810) 463-2301
Malloy Lithography Inc.	Mr. Leonard McCalla	Ann Arbor	(313) 665-6115
McGrath-DeFoe Printing	Mr. Steve Willard	Charlotte	(517) 543-1250
McKay Press	Ms. Elsa McNamara	Midland	(517) 631-2360
McNaughton & Gunn, Inc.	Mr. Jack A. Briegel	Saline	(734) 429-5411
Michigan Education Data Network Association	Mr. Robert Troub	East Lansing	(800) 292-1934
MICRGraphics/Billy the Printer	Mr. Rob Olsen	Muskegon	(616) 733-3165
Millbrook Printing	Mr. Travis Millbrook	Grand Ledge	(517) 627-4078
Mitchell Graphics	Mr. Rich Dietrick	Petoskey	(616) 347-4635
Myers Printing, Inc.	Mr. Jim Dick	Lansing	(517) 482-2554
Nelson Printing Enterprises	Mr. Roger Nelson	Royal Oak	(810) 545-5440
New Image Printing, Inc	Mr. Roger Taylor	Farmington Hills	(810) 477-7258
North Star Print Group	Mr. Chuck Yedinak	Norway	(906) 563-9261
Paper Image Printing Center	Ms. Annette Puleo	Lansing	(517) 371-2610
Parkman Printing, Inc.	Mr. James Ceely	Ann Arbor	(313) 761-4391
Petoskey News Review	Mr. John R. Schaller	Petoskey	(616) 347-2544
Portage Printing	Mr. Craig Vestal	Portage	(616) 323-9333
Print Haus, Inc., The	Mr. Bill Maclean	Holland	(616) 396-8964
Print King, Inc.	Mr. Robert Pancost	Lansing	(517) 485-4333
Print Shop, The	Mr. Ben Gomber	Saginaw	(517) 793-9427
Printing Arts Company	Mr. Jim Kuzee	Grand Rapids	(616) 456-7126
Printwell	Mr. Tom Roach	Taylor	(734) 941-6300
Progressive Graphics	Mr. Doug Acker	Hastings	(616) 945-9249
Reynolds & Reynolds	Mr. William R. Hewitt	Kalamazoo	(616) 388-8880
Seeley's Printing Service	Mr. Edward J. Sumner	Charlevoix	(616) 547-2391
Sir Speedy	Ms. Lisa Bowman	Port Huron	(810) 982-8202
Sir Speedy Printing	Mr. Tom Kenyon	Livonia	(810) 476-8130
Spartan Printing	Mr. Jim Pierman	Lansing	(517) 372-6910
Standard Printing & Office Supply	Mr. Chris Mead	Marshall	(616) 781-8201
State of Michigan, Print & Graphic Services	Mr. Mark Armbrustmacher	Lansing	(517) 322-1889

<u>Organization Name</u>	<u>Contact Name</u>	<u>City</u>	<u>Phone Number</u>
Sterling Press	Ms. Diane Waters	Lansing	(517) 886-9044
Superior Colour Graphics	Mr. Robert Fink	Kalamazoo	(616) 381-4830
T.C. Advertising - Printco Group	Mr. Jon Anderson	Greenville	(616) 754-3672
Target Information Management	Mr. John H. Harris	Okemos	(517) 337-1121
The F.P. Horak Company	Mr. Joe Corcoran	Bay City	(517) 892-6505
Tweddle Litho Company	Mr. Tim Evans	Clinton Township	(810) 307-3700
University Lithoprinters	Mr. Mark A. Sulkowski	Ann Arbor	(734) 973-9414
Utlely Brothers, Inc.	Mr. Duane M. Harrison	Troy	(810) 585-1700
Valassis Comm., Inc.	Mr. Craig Wenzel	Livonia	(734) 632-6300
Webco Press - Mass Media	Ms. Barbara Hill	Lapeer	(810) 664-7403

### Appendix B: List of Michigan Great Print Buyers

The following is a list of current Michigan Great Print Buyers (21 as of November 6, 1998), including a contact person at the Great Print Buyer's organization, the city where the buyer is located, and a phone number to contact the Great Print Buyer with any questions regarding their participation:

<u>Organization Name</u>	<u>City</u>	<u>Phone Number</u>
<i>American Lung Association</i> (Elliot Levinsohn)	-Lansing	(517) 484-4541
<i>Citizens Against Pollution, Inc.</i> (William D. Lewis)	-Lansing	(517) 595-6526
<i>Citizens for Alternatives to Chemical Contamination</i>	-Lake	(517) 544-3318
<i>Ingham County Government</i> (Gerry Ambrose)	-Mason	(517) 676-7203
<i>Ingham County Drain Commissioner</i> (Eric Schertzing)	-Mason	(517) 676-8395
<i>Kalamazoo County Government</i> (Steve Leuty)	-Kalamazoo	(616) 387-8110
<i>The Lone Tree Council</i> (Terry R. Miller)	-Bay City	(517) 686-6386
<i>Mackinac Chapter Sierra Club</i> (Alison Horton)	-Lansing	(517) 484-2372
<i>Michigan Chiropractic Society</i> (Susan Palin)	-Lansing	(517) 351-1117
<i>Michigan Environmental Council</i> (Lana Pollack)	-Lansing	(517) 487-9539
<i>Michigan United Conservation Clubs</i> (Kevin Frailey)	-Lansing	(517) 346-6473
<i>Mid-MEAC</i> (Rick Moore)	-East Lansing	(517) 337-2237
<i>National Wildlife Federation</i> (Guy Williams)	-Ann Arbor	(734) 769-3351
<i>Public Interest Research Group in Michigan</i> (Brian Imus)	-Ann Arbor	(734) 662-6597
<i>Saginaw Bay Watershed Initiative Network</i> (Elizabeth Cisar)	-Saginaw Bay Area	(312) 913-9305
<u>Print Customers committed verbally:</u>		
<i>Michigan State University</i> (Bill Attkinson)	-East Lansing	(517) 355-0357
<i>Western Michigan University</i> (Jerry Wouch)	-Kalamazoo	(616) 387-2805
<i>Capital Times Publications</i> (Jeff Garrity)	-Lansing	(517) 267-1931
<i>WMEAC</i> (Tom Leonard)	-Grand Rapids	(616) 451-3051
<i>EMEAC</i> (Libby Harris)	-Bloomfield Hills	(248) 258-5188
<i>Michigan Education Association</i> (Ken MacGregor)	-East Lansing	(517) 332-6551

**Appendix C: Executive Summary - “The Great Printers Project: Recommendations to Make Pollution Prevention a Standard Practice in the Printing Industry”**

(“The Great Printers Project: Recommendations to Make Pollution Prevention a Standard Practice in the Printing Industry,” July 1994)

**Objectives**

This report discusses the recommendations of the Great Printers Project, the first in the nation to seek to create a business environment conducive to pollution prevention for an entire industry sector. The project intends:

- to make pollution prevention the primary choice of the Great Lakes states lithographic printing industry in meeting and exceeding its environmental and human health protection responsibilities; and
- to recast our approach to environmental policy by bringing together representatives from government, industry, labor, and environmental groups to focus on the common goals of environmental protection and economic strength.

Lithographic printing, like most industrial activities, uses a variety of materials and potentially hazardous chemicals, requires energy, and generates wastes. The average small print shop is not a major source of pollution, but the aggregate impact on the environment of all of them together is substantial. Many opportunities exist to lessen the impact of printing on the environment while increasing the competitiveness of the individual printer through pollution prevention.

The Great Printers Project seeks to influence factors, usually beyond the control of the average printing business, which can constrain the business’s environmental decisions. It focuses on changing those factors that lead the business away from preventing pollution at the source. The project focuses especially on customer demands, regulatory requirements, and access to technology and financial resources.

The project works through a team made up of Great Lakes regulatory and economic development agencies, the U.S. Environmental Protection Agency (USEPA), state and federal technical assistance providers, printers, suppliers and customers, and members of labor and environmental groups. This report follows the lead of the U.S. Environmental Protection Agency in defining pollution prevention as essentially equal to source reduction as defined in the Pollution Prevention Act of 1990.

**Recommendations**

The primary objective of the Great Printers Project is to establish pollution prevention as standard business practice in the lithographic printing industry. This will require efforts not only on the part of the printers, but also by all who supply them with materials, purchase their products, and regulate their operations. Toward this end, the Great Printers Project is recommending roles to be played by:

- printers,
- print buyers,
- print suppliers and distributors,
- government regulators, and
- government and private assistance organizations.

The report assumes that each group will play its part and that all of the project recommendations will be instituted.

### **The Role of Printers: Continuous Effort in Great Printing**

The Great Printers Project recommends that printers voluntarily adopt the Great Printers Principles, which can be achieved by:

- seeking out information on the shop's environmental performance and communicating its environmental impacts to buyers;
- performing compliance and pollution prevention assessments, correcting any compliance problems, and measuring their progress in preventing pollution.

Printers can use the principles as a pathway to environmentally sound printing, while producing a quality product. Adherence to these principles also can be used by printers as a marketing tool to attract consumers who want "Great Printing."

### **The Role of Print Buyers: Building Markets for Great Printing**

The Great Printers Project recommends that printers work with their customers to develop job specifications that protect the environment, while meeting their customers' requirements for a quality product. To promote this interaction, the Great Printers Project has developed a set of questions, intended as a flexible tool to help both printers and print buyers end up with a product that does not compromise the environment. The questions are intended to encourage a cooperative exchange of information so that both buyers and printers understand the benefits and limitations associated with environmentally progressive printing practices.

### **The Role of Printers' Suppliers and Distributors: Empowering the Printer as Customer**

The Great Printers Project recommends that printers, suppliers, and distributors work together to seek out environmentally superior materials, chemicals, and equipment to produce high-quality print jobs. Inadequate information makes it difficult for printers to choose environmentally preferable alternatives. This report includes questions that may help identify the kinds of environmental information which printers will likely require from suppliers and distributors to improve the environmental performance of the print shop and respond to customer request for "Great Printing." In addition, a model information sheet will be developed by the Great Printers Project for the use of suppliers and distributors in disseminating environmental information about a product.

### **The Role of Government Regulators: Creating a Pollution Prevention-Friendly Regulatory Framework**

The Great Printers Project recommends that USEPA and its state regulatory partners should:

- present printers with reporting and permitting requirements stated in a way that minimizes redundancy and confusion, is conducive to preventing pollution, and can be understood by an intelligent businessperson who is not an expert in environmental matters;
- clarify how findings from voluntarily performed and state-performed compliance and pollution prevention assessments will or will not be used; and
- create a level playing field through more efficient enforcement as an incentive to printers to go beyond compliance.

### **The Role of Government and Private Assistance Programs: Providing Printers with Easy Access to**

**Coordinated, Industry-Specific Finance and Technical Assistance**

Making technical and financial assistance and regulatory information more accessible to small businesses is a critical step toward integrating pollution prevention into the printing industry. The goal should be to seemingly deliver a comprehensive array of services that fully integrates pollution prevention, financing, and technical assistance. Toward that end, the Great Printers Project recommends that:

- a national resource center be established to provide reliable, up-to-date information specifically for the printing industry;
- delivery of services to small printers be better coordinated and packaged to minimize the number of calls and time spent by printers to obtain financing and technical assistance; and
- the printing industry associations should aggressively market these upgraded services.

**Appendix D: List of Publications Developed by MI-GPP**

- How to Be an Environmentally Sound Print Customer
- Michigan Great Printers Project Program Overview
- McNaughton & Gunn Case Study
- Pollution Prevention Checklist and Strategies for Michigan Lithographic Printers
- Print Buyers Checklist
- Waste Management and Responsibilities for Michigan Lithographic Printers
- Working With Your Supplier
- MI-GPP assisted with the development and publication of the “Regulatory Guidebook for Michigan’s Lithographic Printing Industry”
- Michigan Great Printers Project Webpage: <http://www.deq.state.mi.us/ead/p2sect/mi-gpp>

Appendix E: List of MI-GPP Team Members**Steering Committee Members**

*Mr. John A. "Jack" Briegel, McNaughton & Gunn, Inc.*  
*Ms. Rita Conrad, Flint Ink,*  
*Mr. Dennis Drake, Michigan Department of Environmental Quality (MDEQ)*  
*Mr. G. Tracy Mehan, III, MDEQ*  
*Ms. Lana Pollack, Michigan Environmental Council (MEC)*

*Mr. Frank Ruswick, MDEQ*  
*Mr. Guy Williams, National Wildlife Federation*  
*Mr. Nick Wagner, Printing Industries of Michigan, Inc*  
*Mr. Paul Zugger, MDEQ*  
*Ms. Marcia Horan, MDEQ*

**Project Team**

*Mr. Dave Dempsey & Mr. Patrick Diehl, MEC*  
*Ms. Anita Singh, MDEQ*

*Mr. Nick Wagner, Printing Industries of Michigan, Inc.*

**Regulatory Issues Task Group**

*Mr. Stanley Barsotti, Litho Photo Supply*  
*Ms. Laura DeCampbell-Jones, Amway Corporation*  
*Mr. Dave Dempsey, Michigan Environmental Council*  
*Mr. Dave Fiedler, MDEQ*  
*Mr. Jim Frey, Resource Recycling Systems*  
*Mr. Charles Griffith, Ecology Center*  
*Mr. Jerry Trautman, MDEQ*

*Mr. Lance Olson, WENCK Associates, Inc*  
*Ms. Kathy Mullaney, Oliver Products Company*  
*Mr. Bill Papo, Ferris State University*  
*Mr. Ken Burda & Ms. Joan Peck, MDEQ*  
*Mr. Bob Pollom, Flashes Publishers Inc.*  
*Mr. John Serafano, Western Michigan University*

**Marketing & Communications Task Group**

*Ms. Rita Conrad, Flint Ink, Corp.*  
*Mr. Pat Diehl, Michigan Environmental Council*  
*Mrs. Laura DeGuire, MDEQ*  
*Ms. Cathy Semer, Resource Recycling Systems*

*Mr. Rich Dietrick, Mitchell Graphics*  
*Mr. Pat Klarecki, Ferris State University*  
*Ms. Cindy Morat, Michigan Jobs Commission*

**Technical Development & Assistance Task Group**

*Ms. Kimberly Alfonsi, Techna Corporation*  
*Mr. Tom Borton, MERRA*  
*Mr. Robert Beaverson, Ferris State University*  
*Mr. Jeff Briegel, McNaughton & Gunn, Inc.*  
*Carlton A. Schweibert, Michigan RETAP*

*Ms. Anita Singh, MDEQ*  
*Ms. Julie Feldpausch, MDEQ*  
*Ms. Elise Harrington, MDEQ*  
*Ms. Rebecca Smalldon, MDEQ*  
*Mr. Gerry Wouch, Western Michigan University*

**List of MI-GPP Regional Representatives**

*Ms. Anne Bauman, Tipp of the Mitt Watershed Council*  
  
*Mr. John A. "Jack" Briegel, McNaughton & Gunn, Inc.*  
*Mr. Rich Dietrick, Mitchell Graphics*  
*Ms. Brenda Rich, Executive Printing Services*

*Ms. Connie Selles, Kalamazoo County Human Services Department*  
*Mr. Mark Stiles, Grandville Printing*  
*Mr. Theodore Weisenasser, Image Masters Precision Printing*