

Print Buyer Guideline

The following is a guideline to use in working with your printer to impact our environment in a positive way.

This is a list of print recommendations that are environmentally sound and do not sacrifice the quality of your printing.

You can influence printing processes by requesting environmentally sound printing.

By asking questions, you are reminding your print professional that our environment is important to you.

Call the Michigan Great Printers Project at 800-662-9278 or visit our website at www.michigan.gov/deq for more information.

“IS IT GOOD FOR THE ENVIRONMENT?”

Environmentally 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 must use a coated paper, request paper with at least 20% post-consumer recycled content.
- When coating is necessary, does your printer have the option of Water-Based Lacquer Coating?
- Can you avoid cold fusion labeling?
- 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?

Environmentally Friendly Printing Questions:

- Is your printer a Great Printer?
- Does your printer use vegetable or soy-based inks?
- Does your printer use materials that are recyclable?

- 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 and polluting our air and water. Examples include propane, benzene, and other gasoline components)
- 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 use paper plates when possible?
- 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?

For more information regarding the *Michigan Great Printers Project* or other pollution prevention programs, please visit the website: www.michigan.gov/deq

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