

# STANDARDS TO IMPRESS

TRY US FOR COST REDUCTIONS, GREATER QUALITY CONTROL AND GREEN INITIATIVES.

## COMPELLING THOUGHTS.

There's no reason for printing to get a bad rap when it comes to environmental sustainability. There are many ways to incorporate sustainability initiatives, especially since printing *relies* on natural and synthetic products, energy consumption and waste management. It's in our interest (and the planets') to *advocate* sustainability.

## BENCHMARKS.

By all means we meet them. We push ourselves to assure or improve customer expectations in green responsibility. Impress Colour is proud to be fully accredited with the following green initiatives:



Scientific Certification System certificate

MORE OVER...

# STANDARDS TO IMPRESS

## KNOW THE RESPONSIBILITIES...



## DEMISTIFYING GREEN OR SUSTAINABILITY DEFINITIONS

There are a number of ways you can design and print materials in a way that considers the environment.

### DESIGN:

- Do more with less: be innovative in downsizing – go for originality rather than size, whether a retro self-folding envelope or itty-bitty business cards
- Right size it: optimise rather than oversize the job to reduce the demand for paper needed on the press
- Fill up the white space: reducing the amount of white space in a document you can reduce the amount of paper needed to produce it
- Give it a second life: Make it memorable as a resource or attractive artwork to reduce the possibility of ending up in landfill

### PAPER AND PRINTING:

- Choose chlorine free paper: request paper that has been bleached using either Totally Chlorine Free bleaching (TCF) or Process Chlorine Free bleaching (PCF)

- Check certification: several certifying bodies provide a tick of approval for paper stock from environmentally friendly sources
- Go for 'PC' recycled: use recycled paper to try to pick paper with highest percentage of recycled content available that suits your business needs
- Slim down: does it have to be on thick heavy-duty card, or can you get away with a thinner, lower GSM and still deliver a quality product?
- Request VOC-free inks: reducing the demand and choosing VOC-free alternatives can really make a difference to the amount of VOCs emitted.

There are many demands to support sustainability initiatives, especially since printing relies on natural and synthetic products, energy consumption and waste management. We have been at the forefront of sustainability for decades.

### WE ACTIVELY EXERCISE ENVIRONMENTAL SUSTAINABILITY IN-HOUSE BY...

- Maintaining a chain of custody with any paper used
- Using recycled or sustainable paper for printing whenever possible
- Recycling clean-up rags, all aluminium print plates, 95% reduced usage of Printing Alcohol
- Recycling all office waste paper, plastics and toner
- Using vegetable- or soya-based (biodegradable) inks
- Adopting Colour Management System in accordance with ISO 12647-2
- Installing LED lighting in-plant & Admin to reduce energy consumption
- Recycling commercial offset ink cartridges, plastics and metals
- Earning and maintaining our FSC/PEFC/Sustainable Green Print badges

### As one of our 5 Pillars

of **Service**, let us show you how our **STANDARDS** can truly make a difference for your next printing experience with Impress Colour.

GET READY TO BE IMPRESSED.

impress colour



See more innovation at  
[www.impresscolour.com.au](http://www.impresscolour.com.au) or  
call us on 02 9604 8711