

101 THINGS DESIGNERS CAN DO TO SAVE THE EARTH



A Q U E N T



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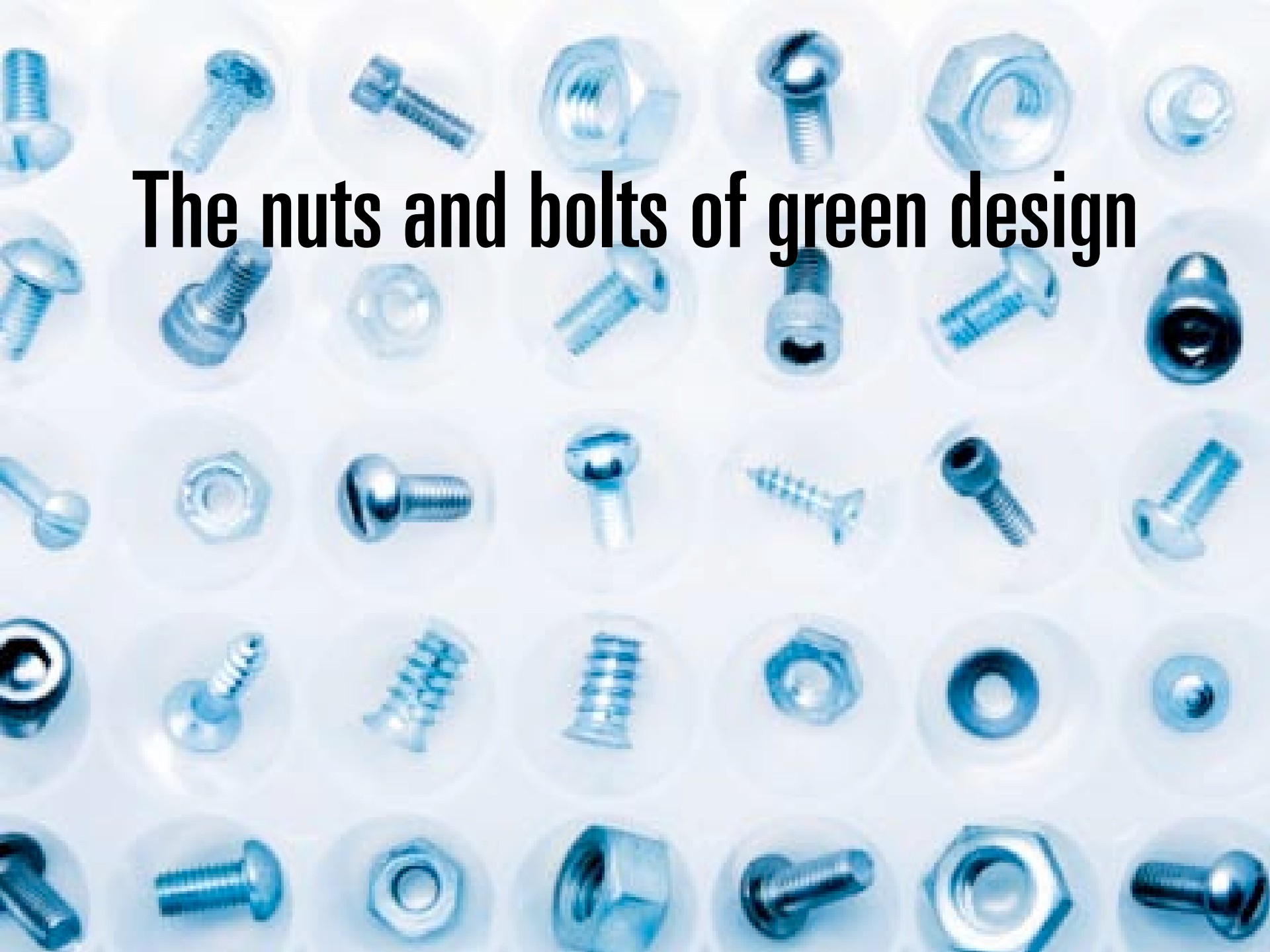


www.olypress.com

A large, horizontal green pencil graphic that spans the width of the page at the bottom. The pencil is oriented horizontally with the tip pointing to the right. The body of the pencil is a vibrant green, and the eraser at the tip is a lighter shade of green. The text "TOM HUBBARD" is printed in white, uppercase letters on the green body of the pencil.

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The nuts and bolts of green design



1. Your design



**Are you making the best use of the
paper sheet?**



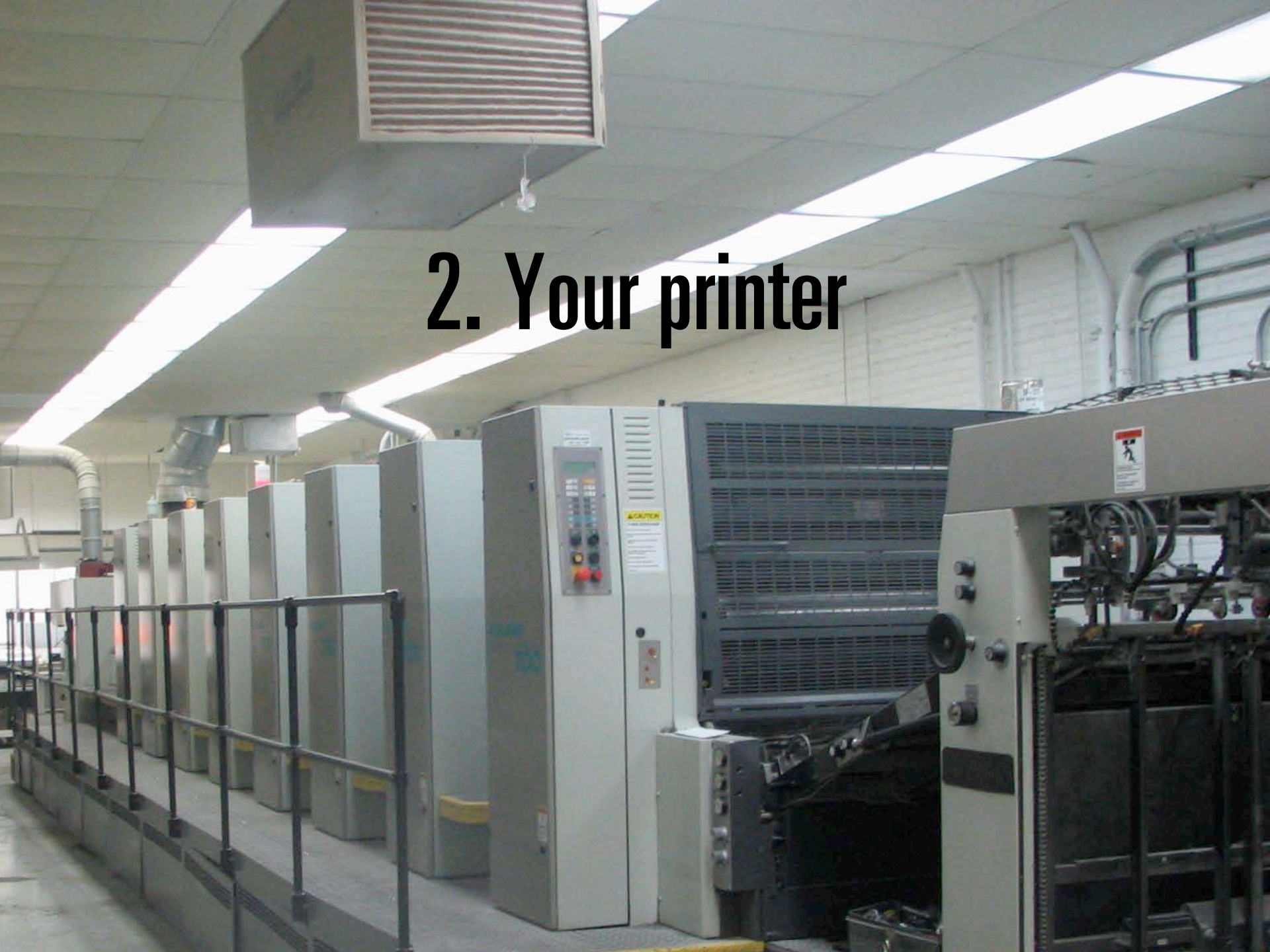
Are you able to make a smaller footprint on the piece and how it ultimately ships?



**Can you limit the use of plastics,
foils and high VOC coatings?**



2. Your printer



Are you screening vendors for:

- > Local vendors = smaller carbon footprint
- > FSC certified or other “green” certification
- > Toured their facility?
- > Materials: bluelines, soy ink, aqueous coating
- > How do they manage their waste?
- > On-site training and environmental policy

Can your printer do hi-def?

- > Uses 20% less ink
- > Faster make-ready
- > Superior results on recycled stock



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A close-up photograph of a roll of paper, likely a roll of paper towels or a similar product. The paper is white and has a slightly textured appearance. The roll is partially unrolled, showing the edge of the paper. The background is dark and out of focus. The text "3. Your paper" is overlaid on the paper in a bold, black, sans-serif font.

3. Your paper

The big question: Virgin vs. recycled fibers



What are FSC papers?



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FSC branding guidelines:

- > Must use an FSC authorized printer
- > 10% FSC content in the finished piece
- > Printer will assign correct logo
- > Limited format options



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4. Your ink



**Soy-based inks have the fewest
VOCs (volatile organic compounds)**



**100% soy-based inks coming:
No VOCs, no color loss**



Good: aqueous coatings

Bad: varnishes, laminates, UV



5. Your delivery



**Clean up mailing lists to reduce
wasted printing and the energy to
deliver excess pieces**



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**Buy domestically for greater control
over how things are manufactured
and source of materials**



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**The closer your sources and vendors,
the smaller your carbon footprint**



Thank you!

