

PressLines

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Going Green Catalogers, Publishers and Printers Collaborate to Reduce Print's Environmental Impact

As fears of global warming attract worldwide attention, the printing and publishing industry is working hard to make print more environmentally friendly. Green marketing initiatives require actions from planning through distribution, though paper seems to attract the most attention as print's primary raw material.

We've all heard this before, of course, yet concern about the environment seems to rise and fall, in sync with the economy and companies' willingness to invest in the greening of their print materials. So what's different this time that might give green marketing more traction?

For one thing, consumers are getting into the act. Independent surveys indicate that buyers expect more environmental responsibility from organizations with which they do business. Major corporations took notice and there are a wide range of companies, including the likes of Time, Starbucks and Nike, that are working with non-profit environmental groups to develop and implement sound environmental paper strategies.

The forestry industry also stepped up its efforts through the Forest Stewardship Council (FSC) and its counterparts – Sustainable Forestry Initiative (SFI), Pan Euro-

pean Forest Certification System (PEFC) and Canadian Standards Association Sustainable Forest Management Program (CSA-SFM) – developing standards to ensure that wood-based products meet

prescribed sustainability standards from the forest to the consumer.

Going Recycled

Many organizations begin their green initiatives with recycled paper, and the results easily justify the effort. Here are the estimated environmental savings on a project requiring 1,500 pounds of paper and using a recycled sheet containing 30 percent post-consumer waste:

- 5.4 trees not cut down
- 15.6 pounds of waterborne ➤

Learning the Language of Recycled Paper

Specifying and purchasing recycled paper can be confusing. You'll need to understand the following recycled paper terms to make informed decisions:

Post-consumer Fiber

- Paper recovered from our homes and offices.
- Excludes newsstand returns and printers' overruns that never reach circulation.

Recovered Fiber

- Scrap generated in mills after the end of the papermaking process; converting and printing scrap; newsstand returns and printers' overruns; mill's obsolete inventory, printers and others; damaged stock; post-consumer fiber.
- Is not waste. The EPA replaced the term waste paper used in earlier guidelines with recovered fiber to acknowledge that this material is a valuable resource.
- Must be re-pulped. Paper cannot simply be re-cut or repackaged to count as recovered content paper.
- Does not include forest residues such as sawdust and wood chips from forestry operations.

Mill Broke

- Scrap generated in a mill prior to the completion of the papermaking process.
- EPA recommends that you allow the mill to count the recycled content portion of mill broke, but not the non-recycled content portion.

- waste not created
- 243 pounds of solid waste not generated
- 475 pounds of atmospheric emissions eliminated
- 3.1 million BTUs of energy not consumed
- 2,293 gallons of waste water flow saved

Recycled paper choices also expanded considerably in recent years with quality improving as well. Printing issues such as linting,

dusting, picking, limpness and many other problems largely disappeared, and most recycled papers perform competitively with their virgin-stock counterparts. Prices are also getting more competitive, with San Francisco-based Conservatree reporting that recycled commodity paper – copier, offset and other office papers – costs, on average, 7-10 percent more than comparable virgin papers.

Specialty papers, however, such

as text and cover used in commercial printing and rag bond papers are essentially equal in price because both recycled and virgin papers are made on the same kind of papermaking machines. In fact, recycled is now sometimes less expensive than virgin paper, and increased demand will help further lower prices.

On the other hand, scrap paper is becoming a valuable commodity in the global marketplace – especially in China. According to Stan Lancey, chief economist at the American Forest & Paper Association, U.S. exports of recovered paper to China soared from 348 thousand metric tons in 1994 to nearly 9.1 million metric tons in 2006, worth \$1.07 billion. This year, China has purchased 58 percent of America's scrap-paper exports.

This, combined with the heightened domestic interest in using recycled content paper, is stressing current manufacturing capacity. Print marketers will generally find recycled web papers less available than cut sheet papers and papers with extremely high recycled paper content. Cut sheets are more readily attainable because the size of the market is so much smaller than the web market. Paper manufacturers are working hard to respond to demand, but buyers will need to be flexible as the industry increases capacity.

Choosing a Recycled Paper

Recycled papers are available with a wide range of recovered content. Shown at left are the U.S. Environmental Protection Agency's recommendations for printing and writing papers, which reflect what is widely available in the United States and provide a good starting point for evaluating your organization's needs.

For more information about specifying recycled paper, please consult your Ripon Printers representative. Call toll free at 800-321-3136 or send e-mail inquiry sales@riponprinters.com.

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| Item | Description | Post-consumer Recovered Fiber | Total Recovered Fiber |
|-----------------------------|---|-------------------------------|-----------------------|
| Reprographic | Office papers such as bond, copy & duplicating | 30% | 30% |
| Offset | Book publishing, commercial printing, direct mail, technical documents & manuals | 30% | 30% |
| Tablet | Office paper such as notepads & notebooks | 30% | 30% |
| Envelope (excluding custom) | Wove Kraft, white & colored Kraft, unbleached | 30% 10-20% 10% | 30% 10-20% 10% |
| Cotton Fiber | High quality stationery, invitations, currency, ledgers, maps & other specialty items | 30% | 30% |
| Text & Cover | Premium papers used for cover stock, books & stationery & matching envelopes | 30% | 30% |
| Super-calendared | Groundwood paper used for advertising & mail order inserts, catalogs & some magazines | 10% | 10% |
| Machine Finished Groundwood | Groundwood paper used in magazines & catalogs | 10% | 10% |
| Coated | Annual reports, brochures posters & higher end magazines & catalogs | 10% | 10% |
| Carbonless | Multi-impact copy forms | 30% | 30% |
| Index & Card Stock | Index cards & postcards | 20% | 50% |

Source: Paper Products Recovered Materials Advisory Notice, Office of Solid Waste, U.S. Environmental Protection Agency

The Substitute

I never expected the hassle when our purchasing agent, Rich Kohl, informed me he and his wife Sue (prepress systems administrator) were going to be on vacation for two weeks in early September. Rich purchases all the paper for Ripon Printers, which is about one-third of our annual expenses. Obviously, Rich has a very important job!

Rich told me of his vacation plans in May and his previous backup had left Ripon Printers for a job in a different city. As Rich's supervisor, my job was to work with Rich to find a backup. Suffice it to say that each time we thought we had a candidate, some barrier came up that prevented that choice from filling the role.

In early August, we thought Rich Miller, who works in MIS, could do the job. Having an MIS background and being familiar with the purchasing program were plusses in Rich Miller's favor (that and he's a sharp cookie). But in the end, Mr. Miller had too many vacation days he needed to use and a seminar to attend before Mr. Kohl was due to go on vacation.

In the end, I got the job. Looking back, it was a good decision as I see the complexity of ordering paper and determining requirements for jobs. My background as an accountant and some familiarity with our purchasing programs were benefits. Since I'm salaried, I didn't have to incur more payroll expense (ha!).

After working with Rich for a few hours each day for about three weeks, he and Sue took off for their vacation. Fortunately, there were others here who were able



Andy Lyke

to help when I had questions, including Jeff Hopp, our sales and marketing manager and Leigh Gatzke, our estimating supervisor.

There were a couple of cases where I almost ordered "gloss" paper instead of "matte," but in general I don't think I messed up too badly. Regardless, I was appreciative when Rich returned, and I have a new found respect for what he goes through on a regular basis.

One of the things that is challenging for paper purchasers is we can't carry all of the stock our customers want for their projects. Trying to order less than a truck-load of paper at a time can be expensive and since not every grade of paper is made every week, the more lead time we have to order the paper the better off our customers will be as well. Another item that helps is knowing the number of pages and copies needed. I had to order special stock for a couple of jobs and after ordering the paper, the quantity changed and all of a sudden I had to try and catch the shipment before it left the paper mill.

Like trying to find a backup for Rich, sometimes it's hard to find what you want for paper, but the quicker you can make your choice, the better your chances that you won't be disappointed either in your options or your final price.

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Update – Getting Your Files to Us via FTP

Continuous improvement. Those two words are pretty popular around here lately and have become engrained in our minds through participation in the many Lean events. From one such event, it was determined that some minor adjustments to our FTP sites and FTP access through our Web site were in order to simplify the process for our customers.

To save you time and clicks, you can now access our FTP portals through the homepage of our Web site – www.riponprinters.com – by clicking the link at the left.

We now have only two general purpose FTP sites. All electronic prepress material should be put up to prepress.riponprinters.com and files for mailings can still be put up to mail.riponprinters.com. Another point of significance with that change is we are no longer allowing an anonymous login. Please contact your customer service representative, customer education or the prepress shift supervisor (for those of you who may need to call after normal daytime business hours) for the proper login information.

Be sure to check our Web site for the revised TechLines sheet regarding these changes. Thank you for your cooperation, and please feel free to bring forward any questions, or ideas for improvement you may have!

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Pantone™ declares – “Ready, Set, GOE”

After 40 years of setting the standard for print color with the Pantone™ Matching System (PMS), Pantone™ recently introduced the **Pantone Goe™ System**. This family of new colors – 2,058 to be exact – greatly expands color choices and at the same time uses fewer mixing inks than are needed for the original 1,114 PMS colors.

The new fan color guide – named the Goe™ Guide – is redesigned so the color families flow through the spectrum – not jumping around as in the old guides. Besides the mixing formulas for each color, RGB values are also provided. A new color numbering system builds off the color family, then the page number within the family and then the position on the page. For example, Pantone™ color 16-4-1 is from the sixteenth color family, fourth page within that family and is located at the first position on the page.

With the PMS system, the Color Bridge gave us the CMYK/spot color simulation formulas for proofing and printing. With the Goe™ System, Pantone™ addresses color-managed workflows, such as we have here at Ripon, with supporting software and industry standard L*a*b* color data to get the best possible simulation of a spot color on proof and on press.

Until we see how many customers embrace this new system, we will order the Goe™ colors premixed from our ink manufacturers. If you select one of these new colors, it will be extremely helpful to choose the color(s) and set a quantity as early in the production process as possible so ink can arrive when your proofs are back.

For more information or to order any Goe materials, please visit Pantone.com. **RIPON**