



unisource

GROWING YOUR 'GREEN' BUSINESS

by Erin Light, Chain-of-Custody (CoC) Manager, Unisource Worldwide, Inc.

Whether you have acquired Chain-of-Custody certification or are integrating sustainable practices into your business model, it makes sense to have a “green” focus. As we move into 2010, it is vital to make the best use of internal development, internet resources and business partnerships to create the efficiencies needed to effectively grow your business. Here are a few strategies to assist you in developing your own “green edge.”

Establish A Clear Environmental Position

Clarify your green priorities that lessen the impact on the environment. You can achieve this by engaging your team members in sustainability discussions and future planning efforts.

- ▶ Set-up a green team within your organization.
 - First action: Determine your environmental values.
 - Gather team member input to create an authentic green commitment or mission statement.
 - A few suggestions for the workplace: Use recycled office paper and use paper products instead of Styrofoam, turn off heating/cooling, lights and computers at night.
- ▶ Opportunities to reduce your environmental footprint can be identified through various functional areas within your organization – no matter what level or size:
 - Purchasing Department
 - Estimating
 - Production
 - Press Operations
 - Print Sales Professionals
 - Customer Service
 - Owner / Management

Develop Your Green Procurement Policy – Then Commit To It

- ▶ Offer papers that have been Forest Stewardship Council (FSC), Sustainable Forestry Initiative (SFI) or Programme for the Endorsement of Forest Certification (PEFC). All three of these organizations require and promote responsible forestry.
- ▶ Look for papers that contain post-consumer waste (PCW) fiber and develop a plan for recycling the paper waste.
- ▶ Chlorine Free Papers: At a minimum, use ECF papers, but aim for TCF and PCF papers.
 - If the paper has been bleached and processed with no chlorine or chlorine derivatives, it is identified as Totally Chlorine Free (TCF) for virgin papers or Processed Chlorine Free (PCF) for recycled papers. Many mills identify their papers as Elemental Chlorine Free (ECF), which means that they did not use chlorine gas, but did use a chlorine derivative (e.g. chlorine dioxide).
- ▶ Choose low polluting inks such as soy or other vegetable inks and avoid inks that contain lead, cadmium and mercury, which are often used for vivid colors (typically competitively priced with petroleum-based).
- ▶ Commit to reducing or eliminating toxic chemicals and solvents to improve water quality.

Green Education Protects And Differentiates Your Organization

Providing internal education will allow your team members to relay your green message and expertise to your customers and prospects.

- ▶ Identify ways to make your printed projects more environmentally-responsible and economical.
 - Coatings that allow for recyclability of the finished piece.

- Be careful not to over-specify in two areas; brightness and basis weight
 - Brightness = more bleaching thus chemicals
 - Using the appropriate basis weight for a job has a significant impact on environmental savings
- ▶ Make it a priority to avoid "[The Seven Sins Of Greenwashing](#)"
- ▶ Lacey Act: The United States Department of Justice expects companies to perform, "Due Care" in determining the origin of the paper products that they use. To see more information regarding "Due Care," please visit the link below:

<http://www.greenpressinitiative.org/documents/LaceyActFAQ.pdf>

Save Time By Accessing Green Resources With Only A Few Clicks

You may want to add the following links to your environmental "favorites" library:

- ▶ **To discover green papers that are available *next day*:**
http://www.unisourcegreen.com/Paper_GreenFinder.asp?IJSTest=1&
- ▶ **Promote your Chain-of-Custody certification(s) -- become a respect™ printer:**
<http://www.unisourcegreen.com/printersprogram.html>
- ▶ **Identify the environmental features of green commercial printing paper grades and brands:**
<http://www.unisourcegreen.com/earq.html>
- ▶ **Environmental news and information provided by a division of Unisource:**
<http://www.graphiccommunications.com/environment/>

Additional Certifications Can Add Value And Opportunity

Chain-of-Custody certification: If you have a single certification, contact your certifier to inquire if additional forest certifications can be added to your upcoming annual audit surveillance. Additional costs are nominal when coupled with your annual audit and the breadth of certified papers available from additional certifications can offset this expense. *Only 10 percent of the forests worldwide are certified and responsibly managed; support for increased forest certification is needed.*

The mission of the **Sustainable Green Printing Partnership (SGP)** is to encourage and promote participation in the worldwide movement to reduce environmental impact and increase social responsibility of the print and graphic communications industry through sustainable green printing practices. To find about more about SGP, please visit the link below:

<https://www.sgppartnership.org/index.php?PageID=38>



SGS-SFI-COC-037
www.sfiprogram.org



The mark of responsible forestry
SGS-COC-003630
© 1996 FSC Forest Stewardship Council A.C.
www.fscus.org



Programme for the Endorsement of Forest Certification (PEFC)
SGS-PEFC/COC-0208 PEFC/29-31-17
www.pefc.org

[Erin Light](#) is the Chain-of-Custody (CoC) Manager at Unisource Worldwide, Inc. A 14-year veteran in the printing and paper industry, Light has developed extensive knowledge of FSC, SFI and PEFC CoC certification programs. Since November 2006, she has implemented processes to acquire tri-certification for all Unisource, PaperPlus and Websource facilities. Currently, Light develops internal procedures to ensure compliance to certification standards as well as provides CoC resources, tools and information to support Unisource customers.