

Why Designers Choose Print

Reason #5:

PRINT

Provides Green Options

When designing an eco-friendly package, the smallest elements matter! Whether your goal is recyclability, water conservation, waste reduction or the use of sustainable materials, print provides the “green” options you need.

For example, as Jeff Salisbury, President and CEO of Label Impressions, explains, “Although a printed label may be just a small portion of a product, it can have a huge impact on recyclability. The use of labels with recycling compatible adhesives (RCAs) can keep the product eco-friendly.”

Other “green” print options include recycled or special papers, soy inks, and water-based coatings.

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PRINT

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WHY DESIGNERS CHOOSE PRINT, REASON #5 – PRINT PROVIDES GREEN OPTIONS

Based On An Interview With Jeff Salisbury of Label Impressions

BY GERRY BONETTO

You've designed a fabulous product package. It's absolutely gorgeous, made of eco-friendly materials and fully recyclable. Or at least you think it's fully recyclable.

As Jeff Salisbury points out, if the package will have a label, the choices you make can determine whether or not this is the case. Salisbury is President and CEO of Label Impressions.

KEEPING YOUR PACKAGING GREEN

"Most label adhesives will either gum up the works at recycling plants or render a component completely unrecyclable, while other products such as compostable PLA labels can contaminate the recycling stream altogether," Salisbury explains. "So the question isn't 'is the product recyclable?' It's 'is the product recyclable with the label on it?' Although a printed label often makes up just a small portion of a product, it can have a huge impact on recyclability."

The good news is, print doesn't just provide green options for publications and collateral pieces. Print also provides green options for labels and packaging – including eco-friendly substrates, adhesives, coatings and inks.

MEETING YOUR ECO-VISION

As the head of a company that's at the leading edge of sustainability in print, Salisbury spends a lot of time educating customers about these green options. "The first question you have to ask," he states, "is what does sustainability mean to your organization? Does sustainability mean designing for recyclability, using recycled products, water conservation, waste reduction or the use of sustainable materials? Once you set your eco-vision, you can tailor what you're doing to meet that vision."

For example, when designing a recyclable product that will have a label – including, in many cases, direct mail pieces — you can specify a label made with recycling compatible adhesives (RCAs). But that's not your only "green" option. You can also work with a printer who uses vegetable-based inks, water-based coatings and energy-efficient production methods. You can have the label printed on recycled paper. Or you can choose a synthetic paper such as Label Impressions' proprietary limestone-based FiberStone® paper, which is produced using substantially less water and energy than wood-based paper. All while meeting your design standards.



GREEN PRINTING IN ACTION

Salisbury gives a great example of a company that used a sustainability initiative for good things as well as for marketing purposes.

"We produced a shampoo and conditioner gift pack for a leading brand sold through Whole Foods," Salisbury relates. "What sustainability meant to this brand was water conservation. So we produced a box out of water-saving FiberStone®, which has a very luxurious look and feel. This unit box made the cover of Packaging Design magazine, got them an end cap at Whole Foods and sold out in record time."

Not that long ago, Salisbury adds, "people thought that print would go away because it wasn't green and cost effective. But we know that in many ways it is very green and becoming more competitive in price. Once you know what you want to achieve, there are a lot of ways that print can help you get there."

GERRY BONETTO is VP Government Affairs for Printing Industries Association, Inc. of Southern California (PIASC) and a Choose Print content provider. PIASC is the trade association for the graphic arts community in Southern California. Founded in 1935 and incorporated in 1944, today, PIASC is the largest graphic arts trade association in the nation. Choose Print is an educational campaign designed to promote the effectiveness of print and to reinforce the fact that print on paper is a recyclable and renewable and thus a sustainable environmental choice. Choose Print is sponsored by PIASC. Contact: ChoosePrint.org