



10 TIPS

FOR A

SUCCESSFUL, SUSTAINABLE PRINT BUSINESS

We are more aware of the environment than ever. Motivated consumers are actively seeking out and championing brands and products with a proven track record of social responsibility, and they're increasingly choosing to do business with those who can demonstrate values that are more closely aligned with their own.



1

BUILD A SUSTAINABLE SUPPLY CHAIN

To build a sustainable print business, you need a supply chain that shares your values. You'll often find that, simply by choosing the right partners, a lot of the work has already been done for you.

Suppliers with a proven track record in sustainability can guide you through processes such as waste disposal and energy provision. A knowledgeable supply chain can also recommend more eco-conscious media and inks. You do not need to do everything yourself; use the expertise of your partners to fast-track your journey towards a more sustainable future.



2

NEUTRALIZE YOUR CARBON FOOTPRINT

You can quickly start neutralizing the carbon footprint of your business by signing up to initiatives, many of them government-backed, to plant trees in sufficient numbers so you can begin to offset, or even entirely neutralize, your carbon use.



3 MAKE YOUR BUSINESS ZERO-LANDFILL

Be mindful to consider the end-of-life strategy when purchasing your print equipment and consumables. What happens to your ink cartridges when they're spent? What about your substrates? What about the printer itself? Collaborate with a specialist who can take your used printed materials and equipment and either recycle or repurpose them for second use or energy recovery. By looking at the end-to-end process, you can massively boost your environmental credentials and work towards making your business zero-landfill.



4 INVEST IN RENEWABLE ENERGY

Consider solar and wind power for your business premises. With grants available, it's a great time to invest, and the advantages are not purely environmental as future utility bill savings will also be financially beneficial to your business. If you are not yet ready to invest in new energy technology, many energy providers are now able to guarantee the provision of a 100% renewable energy supply.

5 BUY LOCAL

Shorten your supply chain by sourcing more of the materials you use from local manufacturers and suppliers. By doing so, the supply chain becomes more efficient and reduces product miles, thus lowering emissions.



6 GO PVC-FREE

Reduce, or perhaps even consider eliminating, your reliance on PVC-based materials. The current challenge with recycling some plastics is the limited access to available recovery and recycling possibilities, and as a result, many PVC products are instead sent to landfills. Replace such products with more environmentally friendly alternatives, and whenever possible insist that the packaging of those materials is also recyclable or compostable.

7 EMBRACE WATER-BASED INKS

Use water-based inks—such as the latest latex ink, containing 70% water—to reduce the release of solvent fumes and Hazardous Air Pollutants (HAPs) into the air. This can help create a healthier working environment for your staff.

Also note that while water-based inks are key to a more sustainable print future, it is crucial to look at the whole print process to ensure you achieve the results, versatility, and environmental credentials demanded by your customers.



8 DON'T BELIEVE THE HYPE AND DOUBLE-CHECK YOUR CREDENTIALS

As your journey develops, remember to always stay hype-free. Make sure every claim stands up to scrutiny. The brands you work with may demand proof of your claims, because the reputation and credibility of their own supply chains are increasingly vital. Under-promise and over-deliver is almost always good advice.

Working with business partners with clearly-stated environmental and health credentials is always a good call. There are plenty of widely-recognized schemes—such as GREENGUARD Gold and UL ECOLOGO ink standards and FSC-certified sustainable media—which guarantee businesses are meeting stringent health and environmental criteria in the manufacture of their products.



9 DON'T JUST BE PROFIT-DRIVEN; BE PURPOSE-DRIVEN TOO

Enjoy the fact that your business now has a purpose beyond just profit. Purpose-driven companies are typically more ambitious; they attract the best talent, inspire richer innovation, make faster decisions, are more trusted, create greater customer loyalty, and attract more investment. Staff education and training is also important. You should ensure your staff understand your business's goals so they can play their part. Little things such as leaving lights on, inefficient operations, and simple mistakes all add to emissions and waste.

10 IT'S A MARATHON, NOT A SPRINT

Finally, don't put unrealistic deadlines on achieving an improved environmental outcome. Set realistic targets and then fine tune them. Remember it is an evolving process—a marathon not a sprint—and a single decisive step in the right direction every day is good progress.

