



**REINVENT
THE FUTURE OF
SUSTAINABLE
PRINTING**

**DOES YOUR PRINTING COMPANY
HAVE A SUSTAINABLE EDGE?**

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WHY IS SUSTAINABILITY IMPORTANT FOR YOUR PRINTING COMPANY?

Executives consider sustainability— “very” or “extremely” important in a wide range of areas including new product development, reputation building, and overall corporate strategy.

Every year new digital printing technology emerges, aiming to find the latest ways to improve the printing quality while minimizing printing time and keeping it sustainable. The latest standard for large-format printing apart from ISO standards is inculcating the 3R's-

REDUCE, REUSE, AND RECYCLE.

Environmental considerations are becoming a critical business issue for printing companies. If you fail to meet the requirements of environmentally conscious customers—along with increasing government regulation—your print shop, and your business could be in jeopardy.

**HOW SUSTAINABLE
IS YOUR PRINTING COMPANY?**

WELLNESS AT WORK: CREATING HEALTHY WORKPLACES

Labor organizations and councils across the globe ensure that the legislation passed for worker safety isn't overlooked. Print service providers are under increasing pressure from customers, employees, and regulators to address environmental sustainability as well as workplace health and safety.

A healthy workplace has extensive benefits, which include but are not limited to higher productivity, contribution to sustainable development, and occupational safety that translates into higher employability, to name a few.¹

Governments have also put in effect, strict guidelines for the printing industry. These regulations are formulated to strengthen the administration of the print industry and to safeguard the lawful rights and interests of printing operators as well as social and public interests.

The best way to keep up with regulations and requirements for your print shop is by connecting with government agencies. A good place to start is by searching the internet for country and local websites that maintain current regulations and support businesses in meeting environmental requirements.

Additionally, choosing printing technologies and materials with less health and environmental impacts can help simplify regulatory compliance on ventilation, storage, or transportation.

¹ World Health Organization (WHO) website.

HOW SUSTAINABLE IS YOUR PRINTING COMPANY?

QUICK ASSESSMENT: HOW SUSTAINABLE IS YOUR PRINTING COMPANY?



- When did you conduct your last technology audit?
A technology/equipment audit can range from a simple walk-around checking up on unused/outdated equipment to an extensive review of your technology platform.
- Are effective controls in place for the use of hazardous substances in production? Have applicable declarations been submitted to the respective authorities? Is there a proactive approach (actions beyond compliance) to reduce their use?
- Are you being exposed to HAPs¹? Is your printing company adhering to the permissible norms for indoor and outdoor air quality? Is it following the REACH² initiative?
- What kind of ink chemical vapors are the workers in your organization being subjected to and how can it be reduced?

¹ Hazardous Air Pollutants

² Registration, Evaluation, Authorization, and Restriction of Chemicals initiative that addresses the production and use of chemical substances, and their potential impacts on both human health and the environment.

HOW SUSTAINABLE IS YOUR PRINTING COMPANY?

**TURN
SUSTAINABLE
BUSINESS
PRACTICES
INTO BUSINESS GROWTH**

To enhance business opportunities and capabilities, it is imperative to secure the certifications and documentation that can help you meet the requirements of environmentally conscious brand owners and their print buyers.

More and more customers, large and small, are requesting print campaigns with reduced environmental impact. In addition, customers are now supporting brands that meet compliance with legal regulations including documented proof that environmental standards are met.

Our customers don't just want to know how their products are made; they want to know what kind of impact they're going to have in the environment.

Brands are becoming increasingly aware of the need to incorporate sustainability in their company policy and adhere to the same. Sustainability has become a permanent fixture for 70% of CEOs.¹

Some projects, for example, those from the rapidly expanding interior decor segment, demand strict compliance including but not limited to:

- Indoor air quality and display prints
- Sustainable sourcing of printing materials
- Green building programs (US LEED credits)

HOW SUSTAINABLE IS YOUR PRINTING COMPANY?

ASSESS YOUR SUSTAINABILITY POSITION



Understanding where you stand in your business is key to continue developing your sustainable profile.

- Can your claims on being a sustainable business be documented easily? Which topics are easy to answer? Which questions are challenging?
- How stable are your sustainability measures with regards to environmental, social, and economic areas? What are your sustainability challenges?
- How does your sustainability positioning compare to other companies in your area? How do you compare to the competition?
- Are you offering end-to-end sustainable solutions to your customers with respect to:
 - Eco-conscious media
 - Odorless prints
 - Print recycling or proper disposal management
 - Recognized certifications: The proof that brands and print buyers require. Helping PSPs follow sustainability standards.



HOW SUSTAINABLE IS YOUR PRINTING COMPANY?

SUSTAINABLE YOU. SUSTAINABLE PLANET.

The print industry is slowly but surely transitioning toward a circular economy. This is regenerative and restorative by design and will help organizations to create more value while reducing dependence on scarce resources.

Aspire to a world without waste with low environmental impact printing. An important component of total environmental performance is recyclability. Consider the recyclability of your prints and supplies.

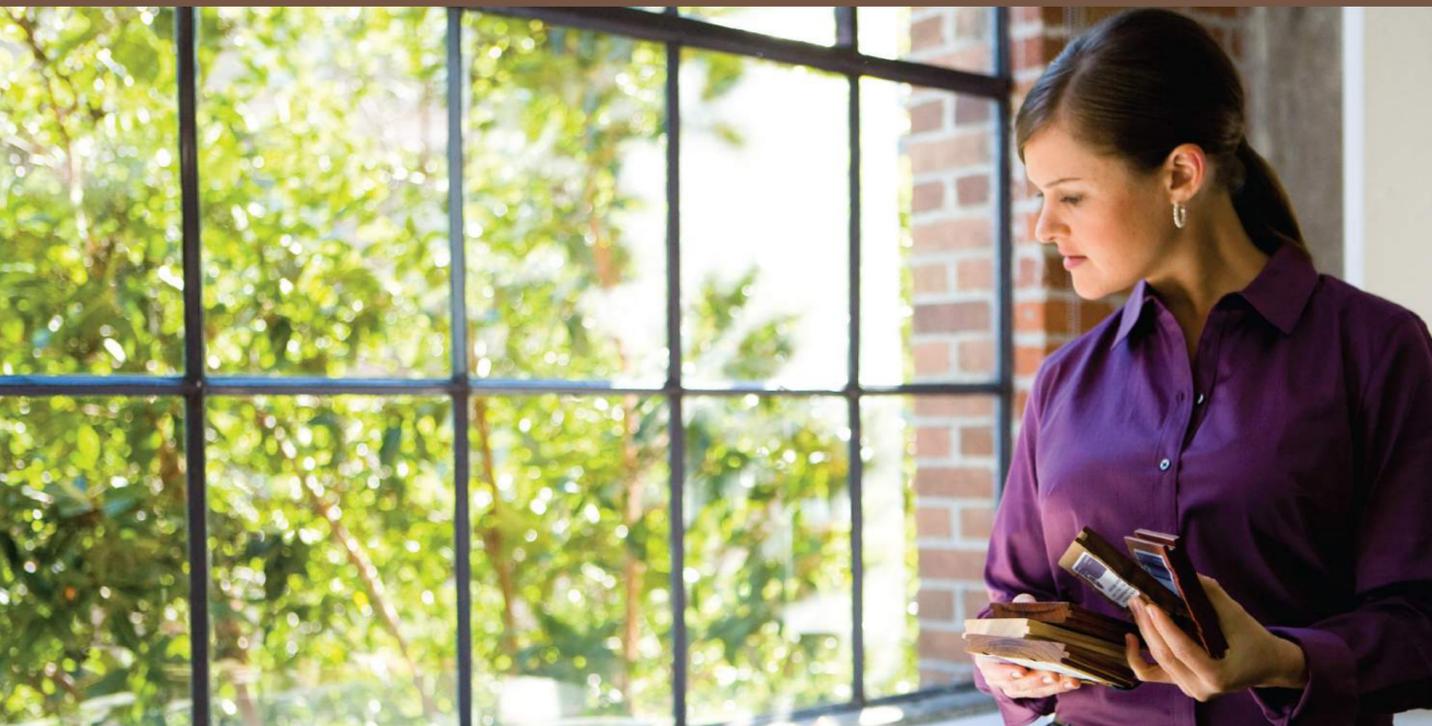
Look for media options from FSC®-certified¹ papers that help reduce impact on biodiversity.

Some printer manufactures strive to help reduce the climate impact of their supply chain, operations, and products and solutions.



**HOW SUSTAINABLE
IS YOUR PRINTING COMPANY?**

HOW ARE YOU DOING IN TERMS OF SUSTAINABLE PRACTICES?



How much solid waste does your company generate annually?



What is the total cost of disposal per year and the cost per ton?



What is your disposal fee structure?



Do you use any take back or other recycling programs from your suppliers?



TOWARD A SUSTAINABLE FUTURE

Determining the optimal sustainability profile that fits operational and customers' needs can help print shops bring short- and long-term potential for business success. This, in turn, can help improve productivity and operational efficiency.

Benefits of sustainable positioning:



Attract more consumers concerned about sustainability



Improve public relations



Differentiate your business from competitors



Bring peace of mind from reduced concerns about health and safety liability

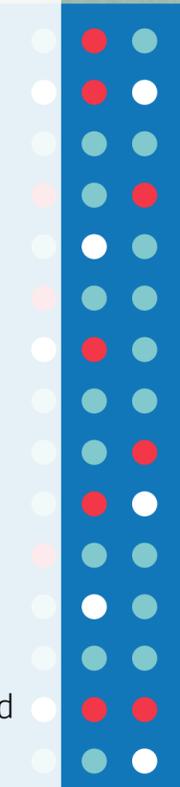


Demonstrate leadership and commitment



Improve employee pride and morale and attract motivated employees

It is important to consider during your next printer purchase decision that not all printing technologies are equal, not all printers are equal, and not all print is created equal.



TOWARD A SUSTAINABLE FUTURE



HP is recognized among the 2020 Global 100 Most Sustainable Corporations in the World and has achieved multiple other sustainability awards year after year.¹

Water-based HP Latex Inks are designed to avoid the hazards associated with solvent and uv. With an end-to-end approach, HP continues to drive a greater sustainable impact in large-format printing with each new generation of HP Latex Printing System. HP has the commitment and the scale to address current, as well as anticipated environmental needs, and to continue leading the change in signage printing.

For more information, visit: hp.com/go/latex800series

¹ HP is recognized as a leader in environmental sustainability and social impact. 2020 Global 100 Most Sustainable Corporations in the World. Annual listing compiled by Corporate Knights, a Canadian-based media and research company-

<https://www.corporateknights.com/reports/2020-global-100/2020-global-100-ranking-15795648/>

See hp.com/v2/GetDocument.aspx?docname=c06009298

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