

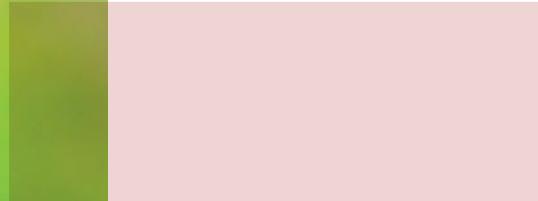
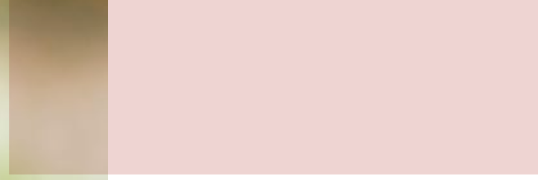


You might  
think this  
is just a frog.

**ColorGraphics**

colorgraphics  green printing





## Let's look at the whole picture...

Many people believe green printing simply means printing on recycled paper. While paper is important, at ColorGraphics we know that paper is only part of the equation. For more than 20 years we have worked to evolve our printing approach to include the most innovative, environmentally responsible products and processes we could bring to a green printing business.

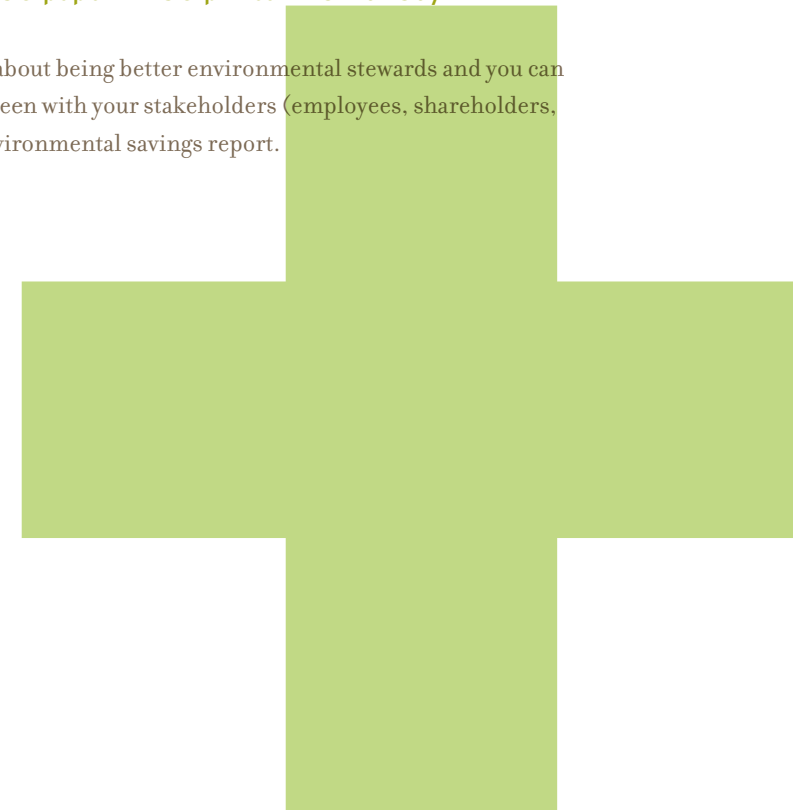
We think about being green in this way:

**Increased environmental stewardship = less use of natural resources + less waste + less pollution + more recycling**

It's a business approach we've adopted internally at ColorGraphics and one we bring to our customers as well. To be a little more specific, we define "green" for our customers in this way:

**ColorGraphics Green Printing = FSC paper + FSC printer + UV or Soy ink**

With ColorGraphics, you can feel good about being better environmental stewards and you can share the strides you're making to be green with your stakeholders (employees, shareholders, customers and prospects) using our environmental savings report.



# Reduce your impact on the environment with ColorGraphics

At ColorGraphics we do more than pay lip service to the notion of being green. We're committed to continually evolving our business to include the latest environmentally responsible processes. We applaud the growing commitment of corporations and individuals to environmental sustainability and we understand your customers are increasingly concerned about it, too.

## Environmental sustainability - it's what brings us together.

We can help your company reduce the environmental impact of your offset printing using our innovative processes. We track the environmental savings (trees, water, energy, solid waste, greenhouse gases, aluminum and volatile organic compounds) for you and provide this data for you to share with employees, shareholders, customers and prospects to underscore your company's commitment to environmental responsibility. It's the kind of data you can tout in your company's corporate social responsibility report or annual report, add to your company website and include on the back of your printed pieces. It's the kind of fine print you want people to read.

We believe the more you know about our green printing work, the more excited you'll be to ensure that your printed materials are green.





## Our green printing leads the way

### FSC certification = completing the chain of custody

The Forest Stewardship Council (FSC) is a nonprofit organization that encourages responsible management of the world's forests by setting high standards to ensure forestry is practiced in an environmentally responsible, socially beneficial and economically viable way. While there are other organizations that work with a similar goal, we believe that the FSC promotes the most rigorous standards for responsible forest management.

Landowners and companies that sell forest products seek certification by independent certification organizations to verify to customers that they support forestry practices consistent with FSC standards. As an FSC certified printer, ColorGraphics is authorized to provide paper from FSC certified sources. The FSC logo can only be used on a print project when the paper, the paper merchant and the printer are all FSC certified.

This chain of custody certification is represented by the FSC logo, a symbol that says your print materials come from sustainable, FSC-certified forests. By supporting responsible forest management, you can demonstrate how your company is acting as a responsible corporate citizen.

### UV ink = VOC-free printing

When printers use traditional petroleum based inks, volatile organic compounds (VOCs) are emitted as gases in the offset printing process. While ColorGraphics is substantially under its state emissions allowance, we always strive to improve our processes. That is why we offer Soy and UV inks to our customers.

UV inks are VOC free because they dry instantaneously. By the way, UV ink is not the same as UV coating, anything printed with UV ink can be recycled just like any other printed material.

Soy inks produce significantly reduced VOCs because the petroleum oil has been replaced with vegetable oil. ColorGraphics offers environmentally responsible inks for any size project or budget.

When we print a project with UV or Soy ink we track the amount of VOC emissions saved so you can share the data with your employees, shareholders, customers and prospects.

## When you print green, you print superior quality

Some associate green with second-rate. But that's a myth. In addition to being a more environmentally responsible product, UV and Soy ink provides superior quality. The color impact is increased. See for yourself. We've included a side-by-side comparison of UV and Soy ink tucked into the back pocket of this brochure.

At ColorGraphics, we pride ourselves on producing superior quality, high-volume, technically demanding design pieces that require strict attention to detail – much on paper made from 100 percent post-consumer waste. What you are holding in your hands is one example.

From our sales team to our prepress department to our press operators, we have a tremendously skilled staff with years of experience. In fact, many of the men and women have run our presses for more than 15 years and know our machines inside and out. (Just wait until you do a press check – you'll notice the difference.)

We are proud to offer our customers exceptional quality print products and unparalleled customer service. When you make the decision to go green at ColorGraphics, you're making the most responsible printing decision possible, and we'll give you the environmental stewardship data to back it up.





## ColorGraphics Green Printing = superior quality + reduced environmental impact + demonstrated commitment

ColorGraphics has always been family owned, and we're committed to creating a cleaner workplace for the health and well-being of our employees as well as doing our part to create a cleaner environment for our children and grandchildren.

We initiated an environmental audit of our business more than 20 years ago. We looked at how we could purge our facility of as much waste as possible – analyzing everything we do, right down to purchasing glass cleaner in large drums that are reused instead of small containers that need to be recycled (a suggestion from one of our employees).

We invited regulators to the table to help us evaluate our organization and determine how we could improve. Other businesses may have considered this a crazy thing to do – invite the very people to the table who can assess fines and shut down an operation for not meeting codes – but we knew it was the best way to reduce our environmental impact.

We're always looking for ways to reduce the use of resources, improve energy efficiency and reduce waste and pollutants. Every year we hire an independent consultant to review and quantify how our business has reduced its environmental footprint. In the last six years, ColorGraphics has reduced the amount of hazardous waste it contributes to the waste stream by approximately 40 percent.

## ColorGraphics' Los Angeles commitment at-a-glance

- ✦ All paper at our facility is recycled. In 2005 we recycled 4,366 tons of high-quality paper.
- ✦ All ink used at our facility is recycled. Any mixed ink that hasn't been put in a press is held onsite and remixed to create a different color. Any remaining ink from a press run is collected and returned to the ink manufacturer. It is then reused as the fuel that fires kilns.
- ✦ We use a computer-controlled ink system to ensure accuracy. This has dramatically reduced the number of drums of leftover ink that remain in a given year. In 2005 we recycled 5,445 pounds of ink.
- ✦ Most solvent at our facility is reclaimed or recycled. ColorGraphics recycled 1,155 pounds of solvent for reuse last year.
- ✦ All aluminum at our facility (primarily from printing plates) is recycled. In 2005 we recycled 27,720 pounds of aluminum.
- ✦ All wood at our facility (primarily from pallets) is recycled.
- ✦ We have eliminated silver from our waste stream by investing in a completely digital prepress department that requires no film.
- ✦ We've reduced our energy consumption by installing a variable-speed air compressor and energy-efficient lighting in our facility.
- ✦ We've installed automatic low-flow bathroom fixtures in our company restrooms.



Now that you've seen the whole picture, what are you waiting for?



This sheet was produced using ColorGraphics Green Printing Process with Soy inks.

See the color saturation for yourself.

Rising temperatures from greenhouse gases can lead to an increase in infectious disease.<sup>4</sup>

Over 60 percent of our nation's drinking water comes from rivers alone, and a majority of Americans - 218 million people - live within 10 miles of a polluted water source.<sup>5</sup>

This insert was printed with soy inks and 175 lines per inch conventional screening. Mohawk 80# Options PC 100 text was used to produce this insert.

It takes 300 trees to counter-balance the amount of pollution you will produce during your life.<sup>6</sup>

Go green with ColorGraphics.

colorgraphics  green printing



**MOHAWK** windpower 

Printed on FSC certified paper. The Forest Stewardship Council (FSC) promotes environmentally appropriate, socially beneficial and economically viable management of the world's forests.

Sources: 4. Environmental Protection Agency; 5. Environmental Protection Agency; 6. Trust for Public Land



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