

TEN GREEN QUESTIONS

YOU CAN ASK YOUR PRINTER

Here is a list of ten green questions you can ask your printer to gauge their environmental performance in a number of key areas.

- 1. Are you FSC certified?**
- 2. Do you have an environmental policy?**
- 3. Have you implemented an environmental management system? (EMS)**
- 4. Do you use Isopropyl Alcohol in the pressroom?**
- 5. How do you engage your employees in sustainability?**
- 6. Which materials do you recycle?**
- 7. Are you tracking carbon emission? If so, do you have mitigation strategy?**
- 8. What environmental performance indicators are you tracking?**
- 9. Does your company generate hazardous waste? If so, how is it disposed of?**
- 10. What measures have been taken to reduce VOCs in your process?**

If your printer is unable to answer these questions, you should ask yourself, “Why not?” Consumer demand for environmentally responsible printing is now the norm. Challenge your printer/agency to become more environmentally conscious.