



action  
press

## Our Green Printing Policy

Revised July 2014

This is our policy in detail which we are always striving to enhance and expand:

### Paper

- All paper, board and packaging used meets our stringent environmental specifications and as a minimum these materials are ECF or TCF - Elementally or Totally Chlorine Free - which is the kindest way to bleach the pulp.
- We actively encourage and promote the use of FSC or PFSC Certified Paper
- Our website products are all printed on FSC Papers or 100% Recycled Paper.

### Reduce or avoid the use of Chemicals

- We use an inert water based protective coating sealant on many of our products which is an eco-friendly alternative to polymer based coatings, "litho seal" and plastic laminates.
- Our pre-press and plate production is completely Chemical free.
- Our inks are vegetable oil based - specifically linseed oil - as opposed to mineral oil.
- The removal of IPA alcohol on all but 1 of our machines and use of vegetable ink has virtually eliminated our emissions of VOC's - Volatile Organic Compounds - into the atmosphere. These VOC's are a major source of ozone pollution and are a potential a health hazard to our staff.
- We promote full colour printing which uses significantly less chemicals, solvents and paper in job setup and press cleaning than traditional one or two colour printing.
- We offer quality Digital Print solutions specifically for short-runs.

### Reduce and Recycle Waste

- We have reduced our unavoidable production waste of paper and chemicals by up to 85% and will continue to seek ways to further reduce such waste.
- We segregate, re-use and recycle all of the paper waste produced in the course of printing.
- Waste paper and used aluminium printing plates are collected for recycling.

### Legislation Compliance

- We are fully compliant with the Hazardous Waste Act 2005 and waste is segregated and collected for recycling by licensed contractors.

### Removing Cost Barriers

- We continue to remove the cost barriers that previously discouraged customers from adopting the use of environmentally friendly green printing.
- Our buying power enables us to purchase eco-friendly paper and materials at a lower cost than many printers pay for conventional alternatives.
- Investment in the latest equipment enables Action Press to remain highly competitive.
- Online ordering reduces the cost of sale - savings which are passed onto our customers.

### Removing Quality Barriers

- We have eliminated the quality barriers that previously discouraged customers from adopting the use of recycled paper and eco friendly materials.
- The vegetable oil based inks used on our printing presses deliver an increase in print quality over conventional mineral oil based inks.
- Investment in the latest and most efficient equipment delivers a higher quality of printed product than the industry average.

### Advice

- We assist our customers in making the best choice if they require an alternative to our standard products but still want their print to be as green as possible.

### Commitment

- Environmental issues remain at the forefront of our decision making - we are committed to the environment and do our very best at all times to deliver truly eco-friendly green printing services.