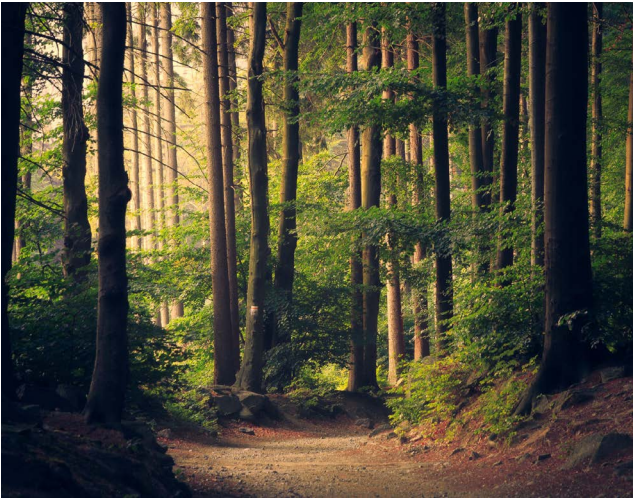


8 SIMPLE RECOMMENDATIONS TO IMPROVE YOUR PRINT SUSTAINABILITY

Here are 8 recommendations to improve your project's print sustainability:

- 1 Choose a Sustainability-Active Printer:** Begin your sustainable printing journey by selecting a print partner that is active in sustainable best-practices. Ensure your chosen printer follows eco-friendly practices and standards in their operations, reducing their overall environmental footprint.
- 2 Opt for FSC® Certified Paper:** Prioritize the use of FSC® (Forest Stewardship Council®) Certified Paper for your printing needs. This certification ensures that the paper products are sourced from responsibly managed forests and other controlled sources that provide environmental, social, and economic benefits. (FSC® C011267)
- 3 Utilize Post-Consumer Recycled Content:** Select paper that contains a percentage of post-consumer recycled content. This practice reduces the demand for new paper production, conserving natural resources and lowering greenhouse gas emissions.
- 4 Choose a Partner Engaged in PrintReleaf Certified Reforestation:** Choose a print partner who engages in PrintReleaf Certified Reforestation to offset your paper purchases. This initiative guarantees that every tree used in your paper production is counterbalanced by another one planted, contributing to global reforestation and carbon offset.



- 5 Work with Your Partner to Plan Effectively:** Collaborate closely with your printing partner to plan your projects effectively and reduce waste. Efficient planning ensures the optimal use of resources, minimizing excess paper and ink usage and consequently decreasing the environmental footprint of your projects.

- 6 Utilize proven Sustainable Technology:** Utilize advanced, eco-friendly printing technology. Modern printers and printing methods use less energy and produce less waste, further diminishing the environmental impact of your print projects.

- 7 Consider Alternative Eco-Friendly Materials:** Explore options for using alternative, sustainable materials such as Hemp, Cotton, or Agricultural based stocks, while they will add cost and may have limited availability, they may help your project. These alternatives can further reduce the environmental footprint of your print materials, without compromising on quality.

- 8 Be Aware of, and Actively Reject Greenwashing:** Exercise vigilance and reject greenwashing by ensuring that your print partner's claims of sustainability are authentic and verified. Research and validate their certifications and initiatives to confirm their genuine commitment to environmental sustainability.

Enhancing print sustainability involves selecting an eco-conscious printer, prioritizing FSC® Certified and recycled paper, and embracing modern, sustainable printing technologies. It's also essential to collaborate efficiently, explore eco-friendly material alternatives, and stay vigilant against greenwashing by verifying sustainability claims.

Great news, Mitchell is a leader in print sustainable practices. Work with us to ensure your project is environmentally conscious.