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News from The Print Council

The Print Council to Champion the Sustainability & Environmentally-Friendly Nature of Print: Fact-Filled Position Paper "Why Print Is Green" Scheduled to Be Launched at Print '09.....

Printing's strengths as a sustainable and environmentally responsible communications medium will be explored and promoted in a new position paper that is being developed by The Print Council. Created for use by the printing industry, the report is about to be released at Print '09 which is about to take place in Chicago.

"Our industry is a leader in recycling, sustainability and pollution control," says Ben Cooper, Executive Director of The Print Council. "In fact we pioneered putting those concepts into widespread practice over the past three decades. But we did so quietly, to the extent that there is a lack of awareness regarding the environmentally responsible nature of print. That's why we created and will be distributing this new position paper."

Titled "Why Print Is Green" the new report describes ten specific ways in which print is green – from the responsible products used, renewable energy sourced, increased recycling rates, improved design and delivery methods. The report is intended for use by printers and designers to demonstrate to their customers why print media is the environmentally sound choice for communicating with the audiences they want to reach.



Among the facts the white paper documents:

In 2008, more than 57 percent of paper consumed in the U.S. was recovered for recycling, more than any material.

The paper industry is aiming to reach 60 percent recycling by 2012. Every additional percentage point means that a million tons of paper are recovered.

Less than 10 percent of U.S. power comes from renewable sources, but in the pulp and paper industry, that figure is greater than 60 percent.

Printers are frequent buyers of renewable-energy certificates. These certificates, which represent power generated by wind, hydro, solar, or biomass, support growth of renewable energy producers.

The average person's paper use for a year (440 pounds) is produced by 500 kilowatt-hours of electricity, the amount used to power one computer continuously for 5 months.

"Media buyers and marketers who believe that print is lagging as an environmentally friendly medium need to know these facts, which show that print is in fact leading in this critical area," Cooper points out. "Why Print Is Green will document the information, serving as an easy-to-use reference guide for print producers and print consumers." Printed copies of Why Print Is Green can be ordered via email at jnvinyard@msn.com.

Pixels vs. Paper

International Paper has launched a new brochure (with data and comparisons of paper vs. electronic) in its Down to Earth environmental series, "Pixels vs. Paper: Are pixels greener than paper?" This five-page report clearly spells out how print is still one of the most effective environmental choices for communication. The next time you're confronted by a client - or a potential client - who says their organization is cutting back on print in order to increase their commitment toward environmental sustainability, send them this report, or better yet, offer the client or prospect a few facts from the report. To see a copy of the brochure, visit [click here](#).

Some Good Advice from PIA-SC On Files Requested by Clients

In this not so uncommon situation, the client has told the printer that he has found another source and wants the files for their jobs that were previously run. The story is complicated by the fact that the client has not paid for the last job and payment is now overdue. The printer is tempted to refuse to return any files until the job is paid for, but this course of action entails the risk of countersuit by the client, making any attempt to collect for the last bill hopeless. A better course of action would be to offer to send back files on all jobs that have been paid for, including a reasonable charge for compiling them and transferring them to CD. Of course, since the client's payment record is now doubtful, this would be a good COD transaction. The file for the unpaid job would be delivered when the job is paid for.