

PRINTING INDUSTRY WASTE REDUCTION



Thurston County Solid Waste

Waste reduction, the combination of waste prevention and recycling efforts, makes good financial sense. In addition to financial advantages, waste prevention benefits the environment, benefits society, and your company establishes itself as a good community citizen, providing immeasurable, lasting rewards.

Printing Industry Waste Reduction

TIPS FROM THURSTON COUNTY SOLID WASTE

Waste reduction begins by understanding what is being purchased, how goods are used, and then is put to use by finding ways to eliminate, reduce, reuse, and recycle materials. A good strategy is to target the largest components in the waste stream, and implement the easy waste reduction steps first. Below are some ideas to help you identify waste reduction opportunities at your business.

WASTE PREVENTION

Waste Prevention

- Design page layouts to prevent waste. Put more words on a page by using smaller fonts and margins.
- Consider beginning each chapter of books on the page immediately following the previous chapter.
- Consider lighter cover stocks or eliminating the cover completely, if possible.
- Use both sides of the page whenever possible.
- Order only what you need. Volume discounts make it economical to order more, but do you really need 1,000 or 5,000? Anticipate correction and changes (e.g., will your business be moving or changing its phone number?)
- Use vegetable-based ink. This helps prevent air and water pollution and also provides brighter colors and rubs off less on the reader's hands.
- Avoid florescent (Astrobright) and goldenrod paper that is difficult to recycle.
- Alternative fibers such as kenaf, cereal straw, and sugar beet pulp are great alternatives to using trees and can be used to make beautiful paper.

RECYCLING

- Choose paper that contains recycled content and is easily recyclable. White paper is generally highly valued for recycling collection. Avoid fluorescent and goldenrod paper

which can be a problem in the paper recycling process. Consider using alternative fiber paper.

- Avoid plastic covers and bindings since they are difficult to recycle.

OUTREACH

Internal

- Keep employees informed and involved – provide regular updates to employees and management about waste reduction efforts. Everyone likes to hear a good word, and employees need to know that their commitments help achieve program goals. Positive communication and employee recognition (via newsletters, email announcements, recognition events) are critical to long-term success of waste reduction programs.
- Allow people involved with your business a chance to suggest ways to reduce waste. Consider operating a suggestion system that offers recognition for good waste reduction ideas.
- Have an annual employee training workshop to keep employees informed about reuse and recycling policies and procedures.
- Train new employees. Let them know they are expected to use resources carefully and to fully participate in waste reduction programs. Explain how to prevent waste and how to recycle materials.

External

- Let the public know about your waste reduction efforts. Send news releases about your efforts to local papers, and trade and environmental publications.
- Join the Environmental Protection Agency's (EPA) WasteWise program. The WasteWise program is a free program open to businesses, schools, local governments, and non-profit organizations of all sizes and from all industry sectors. WasteWise helps to meet goals to reduce and recycle municipal solid waste and selected industrial wastes. By participating in WasteWise your business can:
 - Reduce purchasing and disposal costs.
 - Access a toll-free helpline for technical assistance.
 - Receive an Annual Climate Profile describing greenhouse gas reduction.
 - Obtain public recognition in WasteWise publications, case studies, and meetings.
 - Network in member and regional forums.

- Receive WasteWise Awards that recognize outstanding achievements.
- Acquire outreach and educational materials.

For more waste reduction ideas and assistance visit the “Business Waste Reduction” link of www.ThurstonSolidWaste.org or call (360) 867-2491.