

*Creekside Printing  
Presents....*



*Down to Earth  
Printing Solutions*

There has been a lot of buzz lately about recycled papers and "Going Green."

As an industry leader, we get calls daily from concerned customers regarding recycled papers and other environmental issues. This pamphlet was designed to give you some up to date information about our ever changing marketplace.

## Just what is Going Green?

Simply put, "Going Green" is operating in an environmentally responsible manner. It's about making informed, responsible decisions that will impact the world we live in today and for generations to come.

## Should I Specify Recycled Paper?

The answer to this question is not as easy as you may think! The term "recycled paper" has become blurred in recent years. It may surprise you to learn that currently, there is no offset grade paper readily available that is termed to be "recycled." At this time, offset grade recycled paper with 10% post consumer waste is available only as a special order from the manufacturer as a special making item. Papers that have some recycled post consumer waste can be found in the Opaque, Text and Cover grades. Also, many gloss and matte coated papers are available that contain post consumer waste. The fact is, *all papers have some recycled content*. If you are looking for a product that makes use of paper pulp that has been previously printed and recycled, you should ask for papers that contain no less than 10% post consumer waste. Recycled papers are also available with 30% and even 100% post consumer waste. You should know that the vast majority of paper that gets recycled from your curb ends up as egg cartons, packaging or tissue. This is the most efficient use of the recycling process.

To make a printable recycled paper with post consumer waste involves many other processes including removing all the ink and that was previously printed on the paper and other accumulated debris. The ink removal and cleansing process is done with chemicals that are not environmentally friendly, to say the least. These additional processes add substantial cost to the paper making process. There are also additional carbon footprints left behind. According to the people at Domtar and International Paper, the largest paper manufacturers in the world, if we did not cut down another tree and used only recycled papers, the world would be out of paper in less than less than 2 months. Every ton of recycled waste paper that is used to make a printable recycled paper is one ton less that is available for other, more cost effective, environmentally friendly uses.

*Does this mean that Creekside does not offer or does not want to print on recycled paper?*

No, not at all. Creekside has been a front runner in environmentally responsible printing for years. In fact, we have been proud members of the Illinois Great Printers since 1998. We offer a full line of recycled papers with post consumer waste. *However*, we believe that selecting a paper that is made in accordance with the "Sustainable Forestry Initiative" standards is far more important and responsible than using recycled content. You can print on virgin fiber papers with a clear conscience if you request papers that have been certified by either the SFI (Sustainable Forestry Initiative) or FSC (Forest Stewardship Council). This is your assurance that these forests are responsibly managed and that endangered forests are being protected. You may want to know, forestland is steadily increasing in the United States. Using these certified products insures that this process will continue. For information on SFIS, contact us or visit [aboutsfi.org](http://aboutsfi.org).

## Our Printing Process

At Creekside Printing we run a very “Green” plant. We use high quality vegetable based inks, that are environmentally friendly. We do not use any alcohol or other environmentally hazardous chemicals in our processes. Our state of the art prepress department is completely chemical and silver free. Even our printing plates are processless...requiring no use of developers or other chemicals. Needless to say, we recycle everything! Paper waste, cartons, excess ink, printing plates, pop cans, computers, office products, laser toner, etc.

### *The Choice is Yours...*

Whether you decide to use virgin or recycled paper, we hope this pamphlet will help you make an informed decision. Please pass this along to a friend or associate and please recycle when finished.



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