

GARVEY GREEN SHEET

Environmentally Conscious Strategies

The start of each new year brings the hope and promise of the difference we can all make. The Garvey Group is no different. During the past year, we've implemented a number of exciting initiatives to help the environment and help our customers make sustainable choices. We created Garvey Green, a program that provides options for environmentally-sensitive print projects. We earned both the Sustainable Forestry Initiative (SFI) and Forest Stewardship Council (FSC) paper certifications. These certifications demonstrate our commitment to providing more environmentally conscious choices in all aspects of the printing process. We've increased the use of our UV inks, coatings containing 0% VOCs (volatile organic compounds), press solutions, and conventional inks to low VOC output to help reduce greenhouse gases.

Currently, we are recycling over **2,000 tons of paper** annually; over **50 tons of aluminum press plates** annually; over **150 tons of corrugated cardboard** annually; and over **7 tons of styrene** annually. In addition, all materials used in process and office applications are recycled, such as paper, plastic, wood, aluminum, glass, and florescent bulbs. Our waste bags are even biodegradable.

Looking ahead, we will continue this process. As one of the leading printers in the United States, The Garvey Group prides itself on being ahead of the curve. We continually strive to provide exceptional service, quality, and leadership in new technology and processes. But we're also highly committed to an on-going process of implementing even more sustainable practices and products. Our goal: to shrink our carbon footprint even further.

It's Plastic and Eco-Safe

Environmental choices are becoming available when producing digital banners and POP on plastic. Two products emerge as true sustainable choices when picking scrim banner material.

Biodegradable PVC, that's right, poly vinyl chloride can be an environmentally conscious choice. Two brands—Bio Flex® and Bantex Terra®—offer biodegradable plastic-based sheets that feature tear resistance, heat welding, UV safe characteristics of most plastics, but they're certified to break down and biodegrade within 3-5 years when placed in a certified landfill. Ask your Garvey Group salesperson for more information about making this biodegradable choice.



Can we calculate our impact?

Imagine, if every time you chose to produce a certain job with us, you could calculate exactly how many trees you're saving? Well, you can. By using an easy online environmental calculator you can choose exactly which paper to use and then, in a split second, learn how much your job can reduce energy consumption, water usage, greenhouse gases, and solid waste. By using less paper, increasing recycled content, and making other improvements, you can save wood, water, energy, and cut pollution and solid waste.

The environmental calculator allows you to make smart paper choices which result in real resource savings. It shows the environmental impacts of different papers across their full lifecycle. In addition, it can help you and your company create easy-to-read reports to make better paper choices and measure your environmental results. See the environmental benefits immediately with the choices you make.

The Garvey Green Sheet used 625 sheets of FSC certified SMART Papers 80# text 100% PCW, which saved:

- 1 tree
- 433 gallons of water
- 94 lbs of green house gases
- 722,500 BTU's energy
- 48 lbs of solid waste
- 3 lbs of waterborne waste

* calculations provided by www.neenahpaper.com/NEENAHGREEN

Where can I calculate?

SMART Papers

www.smartpapers.com/newgrntest/lib/envirocalc.html

Neenah Paper

www.neenahpaper.com/NEENAHGREEN

EPA household emissions

www.epa.gov/climatechange/emissions/ind_calculator.html

Garvey Green

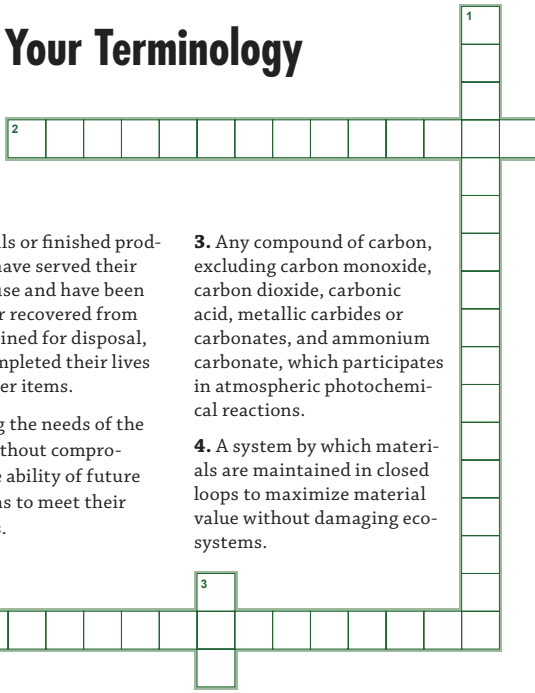
Garvey Green is a program recently created by The Garvey Group for recognizing the production of environmentally sustainable projects. Along with this program we developed a booklet that explains our position on sustainable papers and low VOC inks.

To obtain a copy of this book either contact your Garvey sales representative or download a PDF version at this address:

www.thegarveygroup.com/garveygreen



Test Your Terminology



Hints

1. Materials or finished products that have served their intended use and have been diverted or recovered from waste destined for disposal, having completed their lives as consumer items.
2. Meeting the needs of the present without compromising the ability of future generations to meet their own needs.
3. Any compound of carbon, excluding carbon monoxide, carbon dioxide, carbonic acid, metallic carbides or carbonates, and ammonium carbonate, which participates in atmospheric photochemical reactions.
4. A system by which materials are maintained in closed loops to maximize material value without damaging ecosystems.

Terms

VOC
Cradle-to-Cradle

Post Consumer Waste
Sustainability

Ask Mr. Green Jeans

Q: What are UV inks and why are they better for the environment?

A: The reason UV inks are more environmentally friendly compared to conventional inks lies within the curing or drying process. Conventional inks are petroleum based and once they're applied to a substrate the curing process begins emitting VOCs (volatile organic compounds), into the atmosphere. A VOC is defined as any compound of carbon which participates in atmospheric photochemical reactions, also known as a greenhouse gas. VOC's are known to cause problems with humans as well as other life on the planet.

UV Inks are a non-solvent based ink that contain monomers and oligomers, small carbon-based molecules that have the capacity to switch from a liquid to a solid instantly. To make the switch, these inks contain highly light-sensitive components called photoinitiators, which cure within seconds after being exposed to UV light. Since UV inks do not contain any petroleum solvents, they never emit any VOCs before or after application.

Have a question? Send your questions along with your **name**, **location** and **business** to:

> greenjeans@thegarveygroup.com

Enter The Green Garvey

If it's the truth you seek in educating yourself about our environment and the choices we, in the graphic communication industry, need to make, then The Green Garvey is here to help. Our new superhero will cut through the clutter and mixed messages that you run into every day.

The Green Garvey is a unique approach to seeking out the environmental truths from trumped-up fiction. He will guide you through the slippery slope often laid out by companies wanting to create a message rather than deliver the truth. The Green Garvey slashes through the Green Washing tides and delivers a clear concise message for all our customers.



Ian Simmons 2009



Recycled
Supporting responsible use
of forest resources
www.fsc.org Cert no. BV-COC-080715
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www.garveygreensheet.com