



Date: May 2013
To: AASHE STARS
From: Leslie McLaughlin, Senior Graphic Designer
Office of Marketing & Public Relations
Re: Sustainable Print Practices

To Whom It May Concern,

I am writing to supply criteria that we consider when selecting printers for large print runs. These print runs are for both The Ohio State University at Newark and Central Ohio Technical College. We make solid efforts to partner with businesses that share our goal to do business using earth-friendly, innovative solutions to print buying.

According to the National Council of Marketing and Public Relations, students pay attention to and care about a college's sustainability practices, and feel strongly that it carries over to an overall commitment to quality. The need to print is based on goals of various outreach, recruitment and marketing efforts. The Ohio State Newark and COTC Office of Marketing and Public Relations considers the following characteristics when choosing printers for jobs of multiple hundreds or thousands of copies:

For normal business operations, we select stock that typically has a post-consumer waste ratio of 30%.

For large print runs, we only choose Forest Certified Conservation (FSC) certified stocks. FSC is a national designation, and monitors the logging of trees across the united state – working through a trail of paperwork that certifies the replanting of harvested trees.

We utilize elemental chlorine-free print buying solutions and are careful to factor in a printer's commitment to sustainability as we make printer selections for larger jobs.

Printers must have recycling capabilities for overages or outdated print runs that would otherwise end up in a landfill. They may also recycle aluminum plates, paper, and employee refuse.

Printers must use vegetable-based, low Volatile Organic Compounds (VOC), and must use alternative packaging materials that are biodegradable, consisting of post-consumer recycled corrugate boxes.

Finally, one of the printers that we frequently use has partnered with utility companies to be part of the Smart Grid and Solar Pilot Project. This initiative is helping to provide valuable information on best practices for supplying power needs for local solar production and intelligent load control.

These considerations are extraordinary and may have a positive impact on the environment because efforts are being made to reduce and replenish harvested trees, reduce chlorine runoff, and bypass landfills with outdated materials.

Thank you for your consideration,

Sincerely,

The Ohio State University at Newark and Central Ohio Technical College