

While choosing a printer, you can have an impact
on the Green Initiative by:

Helping To Keep
The World

Letting the printer know that being involved in Green programs is the
reason why you chose them.

Working with a printer who cares about our environment as much as you
do and has proven ways to produce environmentally friendly products.

**ROBERTS
& SONS**
PRINTING, INC.

1415 Main Street • Palmer, MA 01069
413.283.9356 • Fax 413.283.4403
email: sales@RobertsPrinting.com
www.RobertsPrinting.com

GREEN
with our Environmental Initiatives

**ROBERTS
& SONS**
PRINTING, INC.

This brochure is printed on 100% post consumer recycled paper



Doing our part to keep the world **GREEN**



*For several years the printing industry has endured the stigma of being an industry that produces an ecologically unfriendly product. The truth is the printing industry began going green years ago and continues to make advancements in technology. Green printing not only benefits the environment but it also helps companies improve their image, satisfy customers and shareholders and protects corporate investments. With green printing in high demand we at **Roberts and Sons Printing** can help you discover ways in which your projects can be green initiatives.*

Soy-based inks or vegetable-based inks contain 0-5% VOC's and are a renewable resource as it takes little water and energy to grow and convert the crops to the oil base needed for the ink. Vegetable based inks are also easier to remove from paper during the recycling process as it doesn't seep into the paper fibers the same way a petroleum based ink does.

Roberts and Sons Printing can help with your green initiatives. When it comes to the basics of printing and what goes on beyond the front office... we've got you covered. We are always on the alert for advancing technologies within the industry. From our direct-to-plate processing, digital printing and internal recycling programs, **Roberts and Sons Printing** is concerned with providing you the best method of communicating your message. However, there are choices to be made when you bring your job to us that can effect the green outcome.

Green by design. Would your project benefit from a coating or not? What about the number of pages or size of the piece? What is the best distribution method to get your message across? Are you printing too many or too few pieces? We can help. Our design team is able to communicate your message in the most effective green manner possible.



It's in the paper. Your paper choice has a huge impact on the environment. From virgin paper to "tree free", the choices can be confusing and may seem trivial. But with such an extensive variety of paper available, **Roberts and Sons Printing** can help you make the best recycled paper choice for your needs.

Direct Mail could be greener. We can help you achieve green status even with a direct mail campaign. Through address standardization and NCOA (national change of address database), more of your mail pieces will hit the target instead of "return to sender". We can eliminate duplicate mail pieces through a merge and purge process. Did you know, targeted, personalized mail pieces increase message relevance and reduce waste at the same time? Roberts and Sons Printing can do that too!

Improve your image. At **Roberts and Sons Printing**, we are eager to help you go green. Just give us a call and we'll get you on your way.

Here are some of our Green Initiatives . . .

- Offering customers a large selection of recycled papers.
- Our environmentally controlled paper storage also helps reduce paper waste.
- We offer direct to plate as well as digital printing which eliminates photo developing chemicals and reduce setup waste.
- We reuse press make-ready, segregate, and recycle all our paper waste.
 - Energy efficient fluorescent lighting is used throughout our facility.
 - **Roberts and Sons Printing** has significantly reduced the use of polluting solvents during the printing process and now primarily use Non-Hazardous low VOC substitutes.
- Paperless proofing.
- PMS vegetable based inks.
- Employee training for spill prevention and proactive pollution control.
- Our customer representatives can help you design and print Green friendly material.