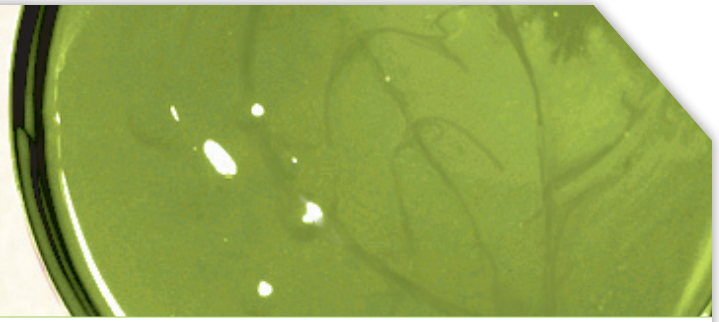


DESIGNER CHECKLIST



BRAINSTORMING

From the very beginning, every eco-conscious designer should be thinking about the green execution of their upcoming projects. Here are a few things to do during the early conceptual stages:

- Plan to use a 100% PCW, uncoated and/or an Elemental or Totally **Chlorine Free** paper stock.
- Choose a paper that is certified FSC or SFI.
- Question the paper plant's **carbon footprint**—are they run by a sustainable energy source?
- Target your direct mail recipients carefully, and use updated directories to avoid a product surplus.

DESIGN & PRODUCTION

After you decide on a concept, the real fun begins—designing the piece. Below are ideas to help you work most efficiently to conserve our natural resources:

- Collaborate with your printer in the early stages of the project. They can help you determine how big to make your piece, which may save on paper waste.
- Design for the long-term—the longer a piece can be used, the less often you will have to go to print with it.
- If the end recipient won't be able to reuse the piece, ensure them that it can be recycled.
- Yes, bleeding an image off the edge may look fantastic, but make sure that it won't cause an upgrade in the size of the paper stock. This only makes for more trim waste.
- When you take a break from your design, let your computer take one too! Use **energy saver features** whenever possible.
- At a minimum, choose a printer that utilizes a **film-less workflow**.

INKS & FINISHING TECHNIQUES

The materials you use will most likely have the longest lasting effects on your project's green standing. Below are some ways to make the most impact with the least harm:

- Use fewer colors and less ink coverage—you will cut back on the amount of often dangerous ink required.
- Consider the type of ink you use—metallic, fluorescent, and petroleum-based inks can be hazardous to the environment. Instead, try **vegetable-based inks**
- Request that your project to be printed using O'Neil's eco-friendly Toyo inks, which are virtually VOC free.
- Avoid UV coatings and laminates—instead, utilize **aqueous coatings**, which O'Neil Printing offers.
- Refrain from using any glues that are not water-based.

PRINTING PROCESS

To make the most of your printer's green knowledge, involve them early in the project, and keep these tips in mind:

- Choose a printer that is **FSC certified**.
- Consider digital printing for smaller quantities and request PDF proofs.
- Send final files electronically to cut out extra paper use.

LOGO USAGE

Certain projects may be able to receive one or more environmental certifications. Check with your printer to see which ones your piece may qualify for.

- For projects containing **PCW**, use the recycled logo.
- FSC and SFI logos may be used, but make sure to follow the industry guidelines.



Put your knowledge to the test and print this sheet on recycled paper, or don't print it at all! For more information about environmental awareness in the print field, call O'Neil Printing at **602.258.7789** or visit us online at **oneilprint.com**.