



## ENVIRONMENTAL INITIATIVES

*Doing business requires maintaining a balance among economic, environmental, and social needs. Printing on paper meets those criteria. It is a way to drive business in a renewable way – to be more effective with communications and to be more sustainable. At Modern Litho, we strive for continual improvement in our stewardship of natural resources.*

On-product labels show proof of the product's adherence to certification standards. By printing with Modern Litho you have the following labels available for use:



The mark of  
responsible forestry

### **Forestry Stewardship Council (FSC®) Certified**

Forest Stewardship Council's chain-of custody certification. Tracks wood fiber from the forest to delivery to the end user (or retail shelf) to ensure the integrity of the supply chain. Use of this logo requires the use of certified papers and documented handling through the manufacturing and delivery process.



### **Sustainable Forestry Initiative (SFI®) Certified**

Sustainable Forestry Initiative's chain-of-custody certification. Tracks wood fiber from the forest to delivery to the end user (or retail shelf) to ensure the integrity of the supply chain. Use of this logo requires the use of certified papers and documented handling through the manufacturing and delivery process.



### **Recycled and Post-Consumer Waste Content Paper**

From papers with 100 % post-consumer fiber to those with various blends of post and pre-consumer fiber, we offer many options to meet your needs.



### **Bio Renewable Ink**

The BRC program identifies the use of bio-derived renewable resources in printing ink formulations. BRC program participation requires the submission of information detailing the amount of bioderived component in an individual printing ink formulation. Submissions are reviewed for technical accuracy and completeness by NAPIM. Upon approval a company specific registration number is issued. BRC certified formulations are listed on the NAPIM website for verification by the printer. Modern Litho uses soy and vegetable-based inks company wide.

### **Ameren Pure Power Partner**

Through a more than 10-year partnership with AmerenUE, Modern Litho purchases renewable energy credits (REC's) for a portion of the electricity generated for our manufacturing process. With prior approval, these REC's can be used to produce your specific project and you can demonstrate and/or advertise your commitment to renewable energy by utilizing the Pure Power logo on your printed piece. In addition to the logo, you can use the optional tag line:



**RECs equal to 100% of the electricity used to print this <item i.e., magazine/newsletter, brochure, etc.> were purchased through AmerenUE's Pure Power Program.**



### Process-Free Plate Technology

Kodak Sonora Plates eliminate processing equipment and chemistry in the plate making process. Modern Litho was the first sheetfed offset printer in North America to use the Sonora Plate. [Click here](#): VP of Operations, Jim Tomblinson, explains how Modern Litho saves environmental resources by using Sonora Plates.

In addition to offering customers options for printed materials that are environmentally friendly manufactured, Modern Litho has committed to the following sustainable workplace initiatives:

#### Energy Efficiency and Conservation

Refers to lighting, heating/cooling, energy efficient building materials. Includes one office location that is completely solar powered.

#### Reduction of Paper Product/Styrofoam

Durable Drink/Dishware in break rooms

#### Paper, Cardboard and Aluminum Recycling

99% of Modern Litho's manufactured paper waste is recycled. All consumed cardboard and corrugated materials are recycled.

#### 12 Month Statistics

|                     |                            |
|---------------------|----------------------------|
| Recycled paper      | 4,800,000 lbs. (2400 tons) |
| Recycled corrugated | 76,800 lbs. (38.4 tons)    |
| Aluminum            | 220,000 lbs. (110 tons)    |