

# WhatTheyThink?



## **WhatTheyThink Environmental Innovation Awards Winners Announced!**

*First Annual Environmental Innovation Awards Program Recognizes  
Extraordinary Green Achievement by 5 companies.*

Representing a wide array of environmental initiatives, the winners of the First Environmental Innovation Awards are being lauded as models which the entire industry can follow as it moves towards greener practices and sustainability.

The Environmental Innovations Awards are a product of a partnership between environmental leaders, Unisource Worldwide, and WhatTheyThink.com. Unisource sponsors the WhatTheyThink Going Green site, the printing industry's information web portal. Their "Going Green" site has recently ended its first year of operation and is recognized as the go-to resource for industry environmental news.

Recipient printers were recognized for going beyond certification and instituting creative new ways to protect and conserve the earth's resources. To enter the competition, Participants completed an inventory of green practices and shared special business practices they've adopted in pursuit of greener printing, plant management and operations.

"The awards entries exceeded our expectations," states Kevin Feeney, Senior Director of Corporate Communications, Unisource Worldwide. "We're happy about the exposure the event brought for Unisource and 'WhatTheyThink' but also for the entire industry. Explore the variety of ways the companies can be involved in the green movement, all the way from companies that lowered their carbon footprint and gave preferred parking to their team members, to printers who made great strides in their environmental use of inks and papers."

### **Overall winner: Spirit Graphics & Printing, Inc., Chula Vista, CA**

Taking home top honors was Spirit Graphics. The California-based, 7-person shop was applauded for its exceptional adherence to established standards, but also for actively seeking new earth-friendly opportunities in every aspect of its operations, from shipping to waste management.

Cited as an industry Thought Leader, Spirit Graphics and Printing Inc. is a moderate sized printer whose owner has become so committed to a minimized environmental footprint that he has sold his traditionally built home and is building a new LEED-certified green home featuring a solar system, a living roof, and water cachement, among other innovations.

The company also makes a unique practice of hiring recovering addicts and the prior incarcerated, finding that often these individuals make a positive commitment to their new working lifestyle and the green practices it embodies.

Learn more at [www.sgink.net](http://www.sgink.net)

### **For Environmental Sustainability and Your Community: Patient News Publishing**

Establishing a leadership position as “custodians” of the environment in its community, Patient News Publishing spearheaded an initiative that engaged 30 local businesses to become charter members of their local website for instruction and communication regarding best green business practices. Green process “templates” help establish best practices communication.

As one of the larger printers in the area, Patient News Publishing has also consolidated paper shipping to their plant where smaller local printers can pick up their own products, minimizing amounts of rolling stock and enhancing fuel/energy conservation.

Learn more at [www.patientnews.com](http://www.patientnews.com)

### **For Environmental Sustainability and Your Processes: Homewood Press, Toledo, OH**

Homewood Press, is a small (30 employees) 79 year old, family-owned printer that has committed to create their own clean energy onsite by building a wind turbine to generate electricity. A new building features tank-less hot water heat and is an Energy Star Efficient construction.

The company has a long history of recycling, including paper and corrugated scrap, wood skids, all aluminum products, ink and solvents.

Homewood has aggressively made its green initiatives highly visible in its PR and marketing activities, and has highlighted its onsite wind powered energy production in outreach to schools and universities as well as local businesses.

Learn more at [www.homewoodpress.com](http://www.homewoodpress.com)

## **For Environmental Sustainability and Your Plant: QUAD/Graphics, Sussex, WI**

Quad/Graphics, one of the nation's larger printers, has committed to making all 10 of its core facilities LEED certified. Their currently certified site is recognized for exceeding LEEDS compliance.

The company has created an enterprise-wide monitoring system recording and controlling HVAC systems, natural gas and electricity consumption, air quality, life safety and numerous other systems.

Quad/Graphics has made a serious commitment to recycling 100% of their waste products. From forest to pressroom, at Quad/Graphics understands to be successful for the long term, they must take responsible steps throughout the life cycle of the products they produce. In fact, at Quad/Graphics, 98.6 percent of all solid waste that left at Quad/Graphics printing plants in 2007 went into a recycling stream. The ultimate goal: to become 100% landfill-free.

Learn more at [www.QG.com](http://www.QG.com)

## **Award For Beyond Environmental Sustainability: AllPakTrojan, Renton, WA**

A corrugated converter and commercial printer, AllPakTrojan utilizes a patented packaging solution of corrugated and paper materials for packing to replace heavier and less easily recycled wood and foam products, and requires less fumigation – and can be printed.

The company's waste management programs recycle 100% of paper trimmings and waste oil, have meaningfully reduced VOC emissions over the past decade, implemented radiant heat solutions, refitted 95% of lighting unit bulbs with more energy efficient bulbing and purchases Renewable Energy Certificates (RECs).

Learn more at [www.allpaktrojan.com](http://www.allpaktrojan.com)