

Green Printer Adds Wind Energy to List of Sustainable Efforts

Krysta Venturella, Editorial Assistant

With 2007 designated as the year of “going green,” many businesses have jumped on the environmental bandwagon in an effort to promote sustainability. Wheal-Grace, however, a commercial printing company in Belleville, has been an environmental pioneer for some time. Its sustainability efforts date back to the late 1980s through the creation of its Green Print™ program.

The 1980s was not the best time for a green-oriented company. Emil Salvini, owner and president of Wheal-Grace (founded in 1949), recalls paper mills hanging up on him when he questioned if they had recycled papers and when he asked about the amount of post-consumer content their papers contained. This, however, is no longer the case, as interest in sustainability has moved to the forefront of public concern. Now, it can be difficult to find paper without at least some post-consumer content.

“Being green in business seems to be a hot button today,” says Salvini. “We stand out because we started [Green Print™] at a time when recyclable paper was not around, the quality was questionable and the cost was prohibitive.”

Wheal-Grace encourages, through Green Print™, paper with the highest post-consumer content, which Salvini explains as putting paper back into the system rather than

taking it from new pulp or trees.

The Green Print™ program involves proprietary software which analyzes the positive impact papers with high post-consumer recycled content have on the environment, including the specific savings of trees, global warming gases, water, landfill space and energy. This information is compiled into an environmental report card, which began as a separate certificate for a company to display, but has evolved into a logo and tagline that can be printed on each produced piece for display.

“It kind of hits home,” says Salvini. “If you pick up a brochure and it says, ‘As a result of the paper stock that was chosen for this, you saved 50 or 100 trees,’ then that has an impact, instead of just saying, ‘This paper was recycled.’”

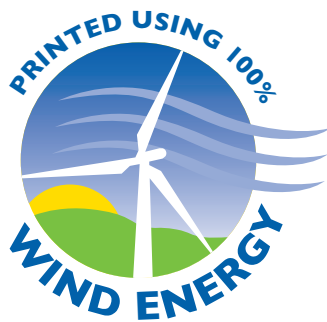
On a printed document, customers have the option of: placing the Forest Stewardship Council (FSC) logo and the Wheal-Grace certification number, which promotes and

enhances well-managed forests through credible certification that is environmentally responsible, socially acceptable and economically viable; the Green Print™ globe and environmental impact statement; the use of 100 percent wind energy; or all of the above. If a customer uses Green Print™ for an entire year, Wheal-Grace will track the environmental savings and present the client with a mounted poster to display in its office.

East Hanover-based, Novartis Pharmaceuticals, has been using the Green Print™ program for more than 10 years. In fact, Wheal-Grace licensed all of Novartis’ print teams, free of charge. This way, the pharmaceutical company is able to carry the Green Print™ tagline and statistics of environmental savings on all of its print materials, regardless of whether it is working with Wheal-Grace or another printer.

Wheal-Grace not only uses recycled paper, but vegetable-based inks, which do not release volatile organic compounds (VOCs) as do traditional inks; alcohol-free components in presses; and online proofs, to eliminate chemicals, additional vehicles on the road and wasted paper. Recently, the plant was converted to 100 percent wind power.

The purchase of wind energy did not require Wheal-Grace to construct or install expensive



equipment at the facility. The technology will offer the annual carbon equivalent of planting 62,779 trees or removing 67 cars from the road. Wheal-Grace is purchasing Green-e renewable energy certificates (RECs), at a premium, from Community Energy, Radnor, Pennsylvania, which obtains the wind energy from national sources.

“We all go through the same distribution system, but Wheal-Grace now selects where the energy is from,” says Salvini.



Using a bathtub analogy, Salvini describes that the energy New Jerseyans use is pooled, from different faucets (coal, nuclear, hydroelectric, biogas and wind) into an electrical grid.

“We’re all drawing from the same bathtub, but part of that energy is from wind energy, which Wheal-Grace is paying for,” he says. Salvini explains that while Wheal-Grace is buying the wind directly from the wind farm, the local utility company is delivering the energy.

“We’re always looking at what is around the corner,” says Salvini. “We’re now doing cost studies on using hybrid vehicles to do some of our deliveries.” ❦