



www.allwaysgraphics.com



Sustainability

sustainability *sus·tain' a·bil' i·ty n.*
Capable of being continued with minimal long-term effect on the environment

The American Heritage® Dictionary

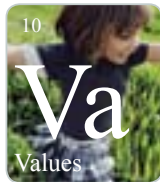
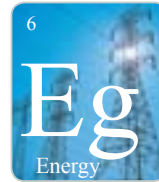
All Ways Graphics® uses inks and papers that consist of many renewable components.

For example, **All Ways Graphics®** uses inks consisting of the renewable resource vegetable oil. These vegetable-oil based Inks are also low in VOC's. [Volatile Organic Compounds]

Independent organizations certify paper manufacturers' claims that their papers comply with sustainability requirements. **All Ways Graphics®** consistently uses paper that is certified by one or more of these organizations.



A Greener Way To Print...



www.allwaysgraphics.com



...BY DESIGN



Earth

Ed
Education

Pr
Protection

C1
Challenge

17
Sf
Safety



Pristine
Forests



Forest Stewardship Council is an international organization whose mission is to promote responsible management of the world's forest. FSC is the global benchmark for responsible forest management. The intent of the FSC system is to shift the market to eliminate habitat destruction, water pollution, displacement of indigenous people and violence against people and wildlife that may sometimes accompany logging. www.fscus.org



Sustainable Forestry Initiative, or **SFI**, is a fully independent, charitable organization dedicated to promoting sustainable forest management in North America and supporting responsible procurement globally. They work with conservation groups, local communities,

resource professionals, landowners, and countless other organizations and individuals who share our passion for responsible forest management. They have a forest certification standard which is based on principles that promote sustainable forest management, including measures to protect water quality, biodiversity, wildlife habitat, species at risk, and forests with exceptional conservation value. This standard is used widely across North America, and has strong acceptance in the global marketplace so we can deliver a steady supply of third-party certified wood from well-managed forests. This is especially important because of the growing demand for green building and responsible paper purchasing at a time when only 10 percent of the world's forests are certified. www.sfiprogram.org

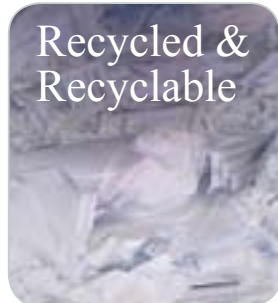
Rainforest Alliance. The mission of the Rainforest Alliance is to protect ecosystems and the people and wildlife that depend on them by transforming land-use practices, business practices and consumer behavior. Companies, cooperatives and landowners that participate in RA programs meet rigorous standards that conserve biodiversity and provide sustainable livelihoods. www.rainforest-alliance.org



sus · tain' a · bil' i ·



Recycled



All the papers used by **All Ways Graphics** contains some form of recycled content and are recyclable. Items printed utilizing only paper are more easily entered into conventional recycling programs. This helps reduce landfill use and makes it possible for the paper fiber to be given new life as another product. Some of the benefits of using recycled fiber include: **reduced tree harvesting** and **water conservation**, as well as a reduction in energy use, greenhouse gasses and pollution.

Recycled Paper is paper which contains post-consumer or pre-consumer recycled fiber or both. The type of fiber and percent contribution to the total fiber makeup varies by paper mill. **All Ways Graphics** has fast access to the widest variety of proprietary and commodity papers containing post-consumer waste available in the U.S. This is due to our status with the major paper distributors and mills.

Recyclable Paper is paper that can easily be separated and recovered from the solid waste stream for reuse in the manufacture of another product through an established recycling program. **All Ways Graphics** offers access to a wide variety of proprietary and commodity papers, all of which are recyclable.



Recyclable

USING LESS

Using less is an important part of reduce, re-use and recycle taught to our children. **All Ways Graphics®** invests in technology, procedures and a business model that allow for shorter run lengths, generate less waste and fewer VOC's.

LESS WASTE **All Ways Graphics®** continues to invest in digital printing which reduces print setup waste.

SHORTER RUNS The digital printing technology **All Ways Graphics®** uses allows print-on-demand for shorter production runs, thus eliminating the need for storage of printing inventories and reducing waste associated with unused or outdated materials.

LOWER VOC EMISSIONS VOC's, or volatile organic compounds, are emitted with traditional offset printing. **All Ways Graphics®** uses advanced digital printing technology that does not emit VOC's, thus reducing total VOC emissions. When offset printing is required we use alcohol-free fountain solution and vegetable-oil inks to further reduce VOC's.

SMALLER DIRECT MAIL ADVERTISING

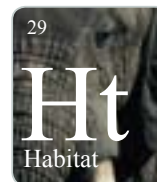
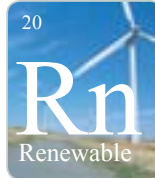
All Ways Graphics® offers mail lists that allow customers to narrowly focus a mailing to target their best audience. This targeting allows for shorter run mailings with a greater response rate, thus reducing paper consumption and the postage cost associated with a larger mailing. When combined with variable and relevant content, a smaller mailing can actually generate a greater response for the campaign.

LESS PEAK ELECTRICITY **All Ways Graphics®** subscribes to "Time of Use Service" with Progress Energy. This service uses special digital meters that measure power consumption during peak and off-peak hours. Using electricity during off-peak demand reduces the investment in electrical plant and equipment to meet peak demand requirements.

LESS PAPER PAGES Despite the rapid growth of the internet and electronic media, paper is still the most preferred communications medium. **All Ways Graphics®** helps many customers communicate their message on paper, but recognizes the trend towards digital pages. Therefore, **All Ways Graphics®** also helps customers prepare electronic content and media.



A GREENER WAY TO PRINT...



...BY DESIGN



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All Ways Graphics®
COMMUNICATION BY DESIGN

120 Racine Dr. Unit 3 • Wilmington, NC 28403
(910) 392-0883 • Fax (910) 392-0884 • Toll Free (866) 917-0888
Local Hours: 7AM-10PM Mon.-Fri. • 9AM-4PM Sat.
email: info@allwaysgraphics.com • order online: www.allwaysgraphics.com