

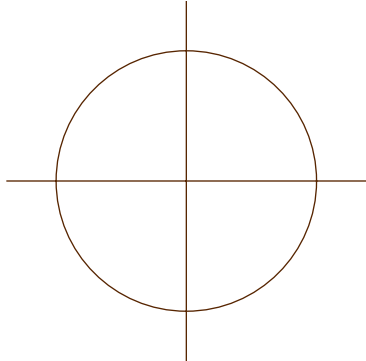
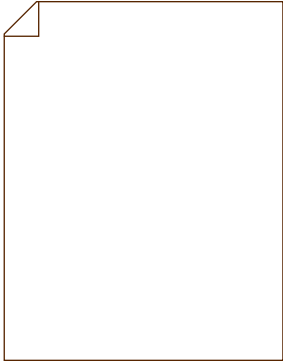
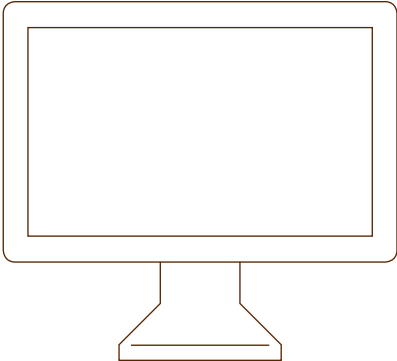


**O'NEIL**  
**PRINTSGREEN**

**THIS BROCHURE**

**IS PROOF OF IT...**

From start to finish, the brochure you hold in your hands is a prime example of how O'Neil Printing can help you keep your project responsible and sustainable. Who says it's not easy being green?



### DESIGN

Even before this brochure was fully conceptualized, our designers checked in with us to determine the sheet size. That way, this brochure **maximized space** and **minimized waste**.

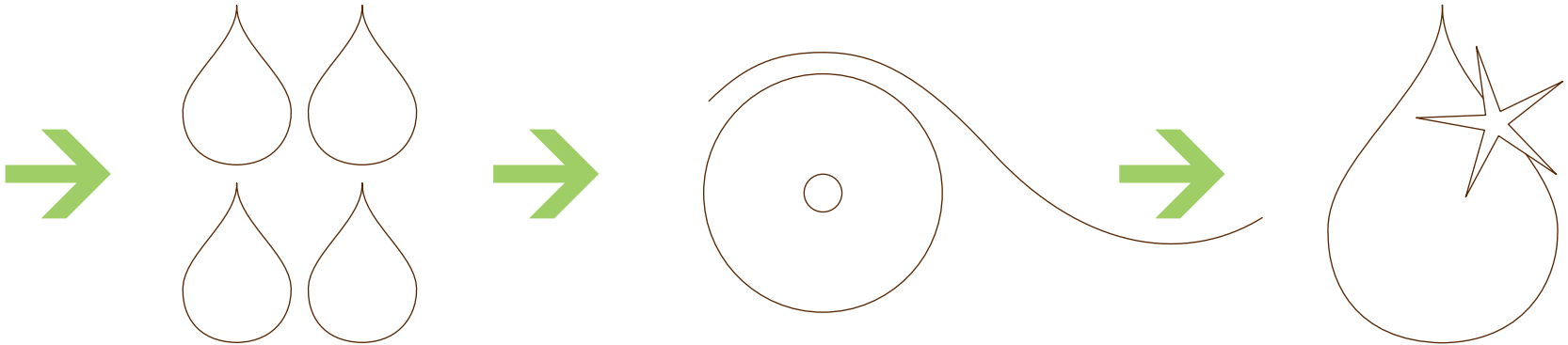
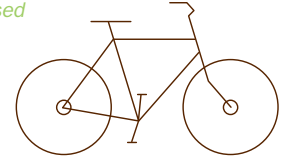
### PAPER

You don't have to sacrifice quality, or even budget, for responsibility. We chose an FSC® certified paper that contains 100% post-consumer recycled content. That means, in the production of this brochure, we **saved 6 trees, 2,447 gallons of water, and 271 pounds of solid waste** as compared to using a conventional paper.

### PLATES

The printing plates for this brochure were created direct to plate in a completely digital process. **Then the plates were recycled.** But that's only part of the story. The fact is, **our entire prepress department is digital, which eliminates chemical and film waste.**

The day this brochure was printed, 35% of O'Neil's employees used alternative transportation to and from work, including carpooling, ridesharing, public transportation, alternative fuel vehicles, and bicycling. O'Neil also offers incentives to its employees who "ride green," so the green work force is growing! Beep Beep!



## INK

Everyone knows how harmful inks can be to the environment, but not here! We printed this brochure, along with everything else at O'Neil, using Toyo HyPlus 100 series process inks. They are virtually VOC free, containing **no petroleum oil or solvents.**

## PRINTING

This brochure was printed on a newer model fully automated press, which minimized make-ready time and stock and used less inks and chemicals than a conventional press. Because our fountain solution is **100% alcohol free**, and we have an in-house solvent recovery system, this brochure's printing was **ouch-free** for the environment.

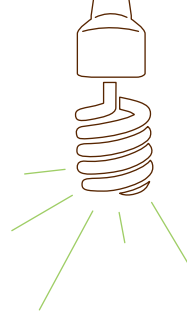
## FINISHING\*

A lovely coating of water-based aqueous covers this brochure. Although traditional finishing processes are generally portrayed as harmful, this aqueous is **recyclable and non-toxic.** O'Neil can leverage this and other newer, greener finishing options for a responsible project that shines.

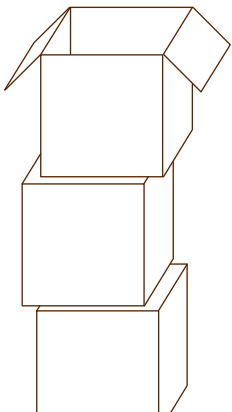
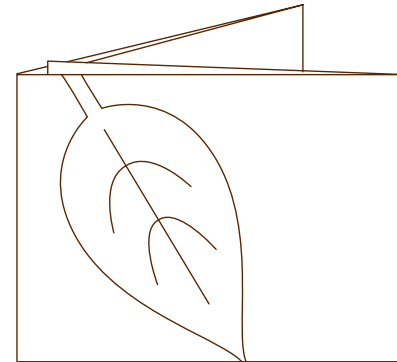
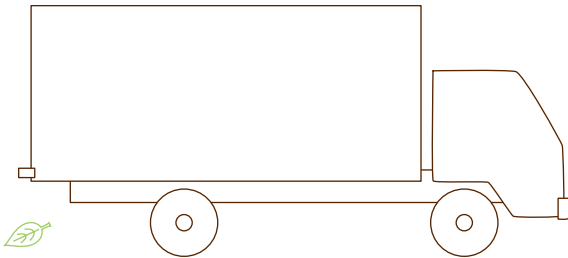
\* Please contact us for many other finishing options available.



*We love recycling at O'Neil. Not only do we have a plethora of recycling stations throughout our facility, we also recycle all excess production waste, including paper, corrugated materials, and printing plates. We even capture, treat, and re-use the chemicals in our printing process. So breathe easy!*



*Don't be left in the dark. O'Neil uses low voltage fluorescent lighting throughout the shop and disposes of them in specially manufactured boxes that will prevent mercury leakage should a bulb break.*



## DELIVERY

Before it got to you, this brochure was packed and delivered in our **50% PCW** and **100% recyclable cartons**. For smaller jobs and proof delivery, we use **hybrid vehicles** for local delivery.

## END RESULT

As you can see, printing green can be a snap and brings quality results. We can help you print green too. Check out [oneilprint.com/green](http://oneilprint.com/green) today for more information.

# GREENOPTIONS

## FSC®

O'Neil is an FSC® certified printer. That's good news for you and for the earth. Because the printer you choose is the last link in the chain of forest stewardship, we can guarantee that your project will play a proven and measurable role when it comes to environmental responsibility. What's more, since O'Neil has FSC® certification, you can use the FSC® logo on your piece (provided the paper is also FSC® certified).

## DIGITAL PRINTING

For smaller or variable data projects, O'Neil Printing is equipped with an HP Indigo digital press. Digital printing creates even less waste, and our house Indigo sheets are all FSC® Certified.

## PERFECTING

Save time, money, and waste by printing your 4/4 project in one run with our perfecting press.

## IN-HOUSE RESOURCES

O'Neil Printing houses almost every production process on site. That includes ink mixing and matching, scoring/folding/cutting/gluing, and mailing and fulfillment. That means your project is covered every step of the way. Our mailing center will even clean your mailing list for you to eliminate waste and postage costs.





Out of the hundreds of thousands of green brochures out there, we just wanted to offer a practical example of how green printing can be applied to an everyday project. For more information on how we can help make your project a responsible one, visit us at [oneilprint.com/green](http://oneilprint.com/green) or call us at **602.258.7789** today.

## ENVIRONMENTAL CALCULATOR



**This brochure uses 600 lbs of paper which has a postconsumer recycled percentage of 100%**

- 6** trees were preserved for the future
- 17** lbs water-borne waste not created
- 2,447** gal wastewater flow saved
- 271** lbs solid waste not generated
- 533** lbs net greenhouse gases prevented
- 4,080,000** BTUs energy not consumed

*Feel this paper; isn't it nice? It's Options with Inxwell surface created by our friends at Mohawk Fine Papers. Using both FSC® certified and 100% PCW paper, even this brochure is environmentally responsible. We printed it with our handy dandy Heidelberg presses using our Eco-Friendly Toyo Inks. Any waste was completely recycled and did not even think about touching a landfill. Check out [oneilprint.com/green](http://oneilprint.com/green) to find a Green Project Calculator to help you minimize waste on any project.*

