



Print-related companies lead the way

# Seeing GREEN

in SUSTAINABLE MARKETING



by Deborah Held



Today's decision-makers are seeing GREEN. That is to say, they are demanding greener, more sustainable practices in their marketing materials.

According to a 2009 study by Environmental Leader, seventy-four percent of respondents considered Internet marketing to be their No. 1 method for marketing sustainably, followed by 49.8 percent who invested their marketing dollars in greener print materials.

Clearly these decision makers—and others among them—are not aware that the printing industry has been leading the way for decades in the sustainability and renewable resource movement. While most know that the print industry utilizes renewable resources such as paper and vegetable-based inks, it's likely that too many don't know that there are inks that can be remade into alternative fuels and even cement building materials; washes that can be recycled into reusable chemicals; pulp waste that helps lay down roads; or even that paper actually helps forests stay alive.

If more potential customers knew about our industry's cutting-edge resourcefulness, surely printing would be the No. 1 method marketers turned to for their most environmentally conscious marketing ideas.

*Georgia Printer* provides the following look at just three examples of sustainable companies that make choosing print the very best choice for most any "green-eyed" customer.

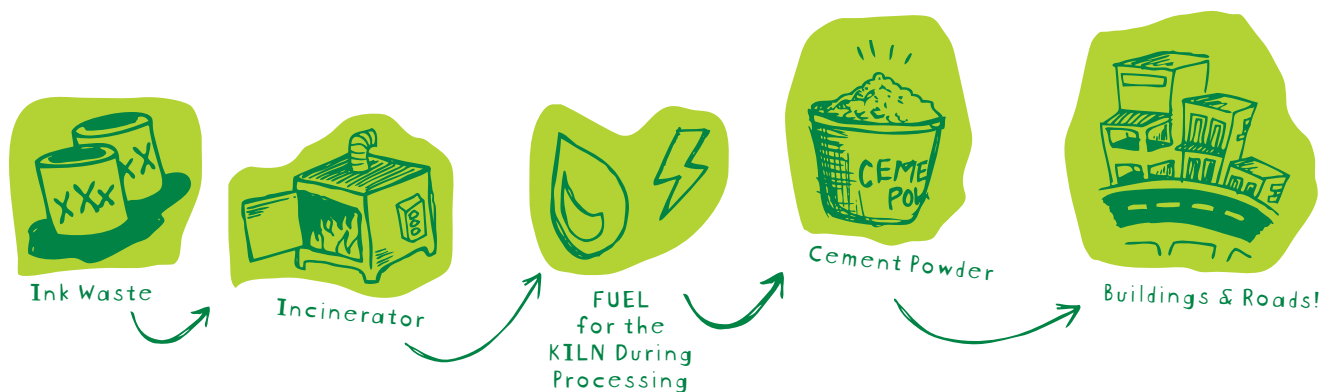
## STONE ENVIRONMENTAL

[www.stoneenvironmentalservices.com](http://www.stoneenvironmentalservices.com)

[www.inkwastedisposal.com](http://www.inkwastedisposal.com)

At Sarasota-based Stone Environmental, no material goes to waste. The company manages the disposal of nearly every type of printers' ink (specialty, offset, flexo, letterpress, UV/EB, graphic arts coating, gravure, ink jet, screen, head set, rubber and water-based inks) and turns it into alternative fuel that is then converted into alternative building cement for roads, buildings and more.

Company founder Anna Milantoni has more than twenty years' experience with hazardous and non-hazardous waste products. (Her company does not deal with medical or radioactive waste.) She founded her company in 2001 with the idea of making waste disposal as simple as possible for her customers, which is why her website, [www.inkwastedisposal.com](http://www.inkwastedisposal.com), is printed on magnets and posted in the backs of printing shops nationwide. "We make it as easy as we can," she says.



According to Milantoni, the printing industry processes approximately two billion pounds of ink—containing 1,900 tons of lead—annually. Roughly half of this amount will end up in our waste stream if not properly disposed of, leaching heavy metals into our water. Additionally, cleaning film and press equipment produces alkaline and acidic waste that also needs to be disposed of responsibly.

The EPA has strict rules regarding the disposal and documentation of such waste, rules that seem to be ever-evolving. With so much work already on their plates, some print shop owners are outsourcing the work of chemical disposal.

Enter Milantoni, one such choice in the hazardous waste disposal industry.

“I learn more about them than they know about themselves,” she jokes of taking on new clients. But she knows that waste disposal, whether hazardous or non-hazardous, is no laughing matter.

For as little as \$200 per drum, Milantoni will assist the generator—in this case the printer—in properly profiling their waste streams, looking up EPA generator status, transporting drums of waste with a permitted hazardous waste transporter, and assisting the generator in packaging waste in DOT-approved containers for shipment to the proper disposal facility. With the assistance of the business owner/generator, she creates an entire two-page profile on their company, and all the printer need do is fill in the number of drums on the manifest she then presents at time of pick-up. Milantoni even takes care of all the state and federal documentation the generator will need.

Best of all, Milantoni ensures the process is fully green. Waste is transported by a hazardous waste-permitted transportation company to Giant Resource Recovery (Giant Resource Recovery’s

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three locations in Alabama and South Carolina burn approximately 26 billion gallons of liquid waste-derived fuels and more than 15,000 tons of solids per year), where hazardous waste is thermally destroyed through a process that turns the hazardous chemicals into an alternate fuel source, and non-hazardous waste is mixed with other high BTU waste that is used to fuel the kiln. Through processing, an alternate form of cement powder is created, which can be then mixed and used to build roads and buildings, or other cement-based processes.

Not only does Stone Environmental’s processing ensure the safety of recycled and re-purposed materials, but the resulting product is truly renewable, the very definition of “green.”

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