

RAPPORT'S GREEN POLICY

"Green" is today's hot topic, spreading faster than a can of environmentally friendly paint. But don't confuse it with a fad. Getting greener is a way of doing things that has to be taken seriously by each of us.

We admit, as designers we are major generators of printed materials. We understand, however, that we have a responsibility to find ways to reduce the environmental impact of what we do for our clients. It's not always so easy and we're still learning, so we ask the planet to be patient with us. We still love the smell of freshly printed ink and are known to get tingly over die cuts, cool folding, and vast areas of ink coverage. But there are many suggestions we can make beyond printing when we advise our clients on alternative ways of approaching a project. Some ideas might increase the price of production; others reduce it. We ask you to work with us to find a balance. Today's technology offers a couple of cool and interesting ways to communicate your message while reducing your environmental footprint.

Printing-on-demand Today's high-end colour copiers bring affordable short run printing within everyone's reach. POD also allows you to test out a small quantity and make modifications before a long print run, or just reduce your inventory and print the exact number you need. Rapport has one of these great FSC Certified printers at our office, which we use for clients.

Electronic marketing tools and social media are another option, such as eNewsletters, eMail promotions, blogs, Facebook, video, electronic stationery, PDF brochures, etc. Electronic marketing allows you to customize for a specific contact. One new tool we're using at Rapport is Adobe Acrobat PDF Portfolio, which supports PDFs as well as video, flash, and sound. Rapport first customizes the "shell" for you, applying your brand, which you use to send out day-to-day communications. We then create individual pieces like electronic brochures, staff profiles or product sheets that you further customize with a specific message. Have a look at ours! If you do choose to print, here are a few ideas that will reduce your environmental footprint:

- Use FSC Certified printers
- Use FSC Certified paper
- Choose paper with high post-consumer content
- Make your printed piece physically smaller to reduce material use
- Use physically lighter material to reduce the fuel consumption required for delivery
- Work with printing companies who use waterless presses or vegetable-based inks
- Change the design, for example, reduce the size of the margins to reduce page count
- Look at unconventional folds and finishes that reduce the overall material used
- Reduce ink coverage
- Consider "Print on Demand"
- Don't print your stationery - ask for electronic delivery and change to PDF-formatted letters
- And if you TRULY love this planet, don't invite people to print your web site, that's not what a website is for, anyway!

And finally, talk with us at Rapport about getting greener! Together we'll look for solutions that spread a little more green.

Forest Stewardship Council (FSC): All products carrying the FSC Logo have been independently certified as coming from forests that meet the internationally recognised FSC Principles and Criteria of Forest Stewardship.

Buying products with post-consumer content is an easy way to keep landfills lean. It avoids using virgin resources like forests and strengthens the market for recycled materials.