

Green Marketing

Fineline Printing Group is at the forefront of providing printing options that are environmentally responsible. Whether it is our various green certifications or our policies and best practices, partnering with Fineline gives you options to prove your commitment to sustainability. Here are a few ways you can go green with Fineline:

Certifications

Sustainable Green Printing Partnership

The Sustainable Green Printing Partnership (SGP) encourages and promotes participation to reduce environmental impact and increase social responsibility of the print and graphic communications industry through sustainable green printing practices. Examples of SGP practices include recycling, utilizing renewable energy, and using raw materials that do not threaten or harm future generations wherever possible. Fineline's annual goal is to reduce our energy usage by 5%.

What this means for you: While this does not directly affect products or services available to our customers, it is another way of ensuring that we are doing everything we can to be environmentally responsible. You can display this logo, for no additional cost, on your products to communicate your commitment to the environment by working with a green supplier.



Forest Stewardship Council

The Forest Stewardship Council (FSC) is widely recognized by consumers as credible proof that the paper was purchased from regulated forests to specifically promote the responsible management of the world's forests and prevent deforestation. Fineline undergoes annual audits to ensure program compliance and proper chains of custody for each FSC certified piece of paper.

What this means for you: You can utilize FSC-certified paper and display the FSC logo on your product, communicating your commitment.



The mark of responsible forestry

Sustainable Forestry Initiative

The Sustainable Forestry Initiative (SFI) also promotes the responsible management of the world's forests. To ensure compliance, Fineline keeps a chain of custody record for each SFI certified piece of paper and is audited.

What this means for you: Similar to using FSC-certified products, you can source SFI-certified products and display the SFI logo on the piece alerting your audience to your green efforts.



Good for you.
Good for our forests.™

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Green Power Partnership

The Green Power Partnership is associated with the Environmental Protection Agency (EPA) and is a voluntary program that supports the organizational procurement of green power, which is energy produced from solar, wind, geothermal, biomass, and/or low-impact hydro. In order for Fineline to maintain this certification, at least 25% of all energy used must come from a green source.

What this means for you: You can display this logo on your product to reflect your interest in environmental responsibility.



Products

EcoSmart Inks

These inks must pass a variety of guidelines set by the EPA and Council of Northeast Governors Coalition (CONEG) ensuring that they are safe for the environment and do not leave a carbon footprint. For example, sheet-fed inks cannot contain more than 5% Volatile Organic Compounds (VOCs) and must contain at least 45% renewable resources. Fineline uses soy inks where environmentally responsible and appropriate.

What this means for you: If you elect to use these soy inks, you can display the EcoSmart logo on your product.



Policies and Best Practices

It is Fineline Printing Group's Sustainability Policy to adopt strategies and activities that allow us and our stakeholders to realize our revenue and profit goals that protect, sustain, and restore the Earth's life support systems.

Here is a sampling of things we do to promote our Sustainability Policy:

- Reduce our annual energy usage by 5%
- Properly handle chemicals to minimize waste and exposure
- Utilize a proofing system that minimizes impact
- Follow procedures to minimize make-ready waste
- Use the most environmentally sound materials that meet performance requirements of the application
- Maintain ink, coating, adhesive, and solvent usage methods that are accurate
- Recycle trim cuttings, scrap, and production waste
- Integration of our sustainability program with the ISO 9001:2008 system
- Measure waste from each department to understand where waste originates and what comprises the waste stream
- Have regular discussions with suppliers on environmentally friendly materials

Fineline Printing Group is a leading commercial graphics and mailing provider in the Midwest. Fineline's customers get the best in purchasing efficiencies and brand quality from our wide range of products and services and state-of-the-art equipment. Our knowledgeable account executives personally handle the details of every project and look for ways to make it better or more efficient. That's why our motto is "we will not ask for your business until we can help you improve it."

