



**The Garvey Group &**  
Environmentally Conscious Strategies



**“ Tug on anything at all and  
you’ll find it connected to  
everything else in the universe. ”**

*John Muir*





The Garvey Group prides itself as one of the leading printers in the United States. We continually strive to provide exceptional service, quality, and leadership in new technology and processes. Over the past several years, the industry has grown increasingly focused on sustainability and environmental awareness. The bombardment of messages can be confusing and overwhelming.

To help our customers in this ever-changing landscape, we have taken action by creating Garvey Green. This program provides options for environmentally sensitive print projects through our dual Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI) paper certification. The use of our low volatile organic compounds (VOCs) producing UV inks, coating and press solutions is another offering to help reduce greenhouse gases. By producing this booklet I believe we're taking the next step in helping our customers understand our environmental commitment.

A handwritten signature in black ink, appearing to read 'E. Garvey, Jr.', written in a cursive style.

Edward J. Garvey, Jr.  
Chief Executive Officer  
The Garvey Group

# Environmentally Conscious Strategies

The Garvey Group of today is a sophisticated, technology-driven strategic marketing partner for 21<sup>st</sup> century businesses that is continually growing by meeting customers needs today and anticipating their needs of tomorrow. Earning both the (SFI) and (FSC) certifications in August of 2008 demonstrated our commitment to providing more environmentally conscious choices in all aspects of the printing process. This commitment is an on-going process of implementing more sustainable practices and products with a goal to shrink our carbon footprint.

Here is a brief summary of our current activities.

## RECYCLING

- Over **2,000 tons** of paper recycled annually
- Over **50 tons** of aluminum press plates recycled annually
- Over **150 tons** of corrugated cardboard recycled annually
- Over **7 tons** of styrene recycled annually
- All materials used in process and office applications are recycled, i.e., paper, plastic, wood, aluminum, glass, florescent bulbs, etc. Our waste bags are even biodegradable and compostable.

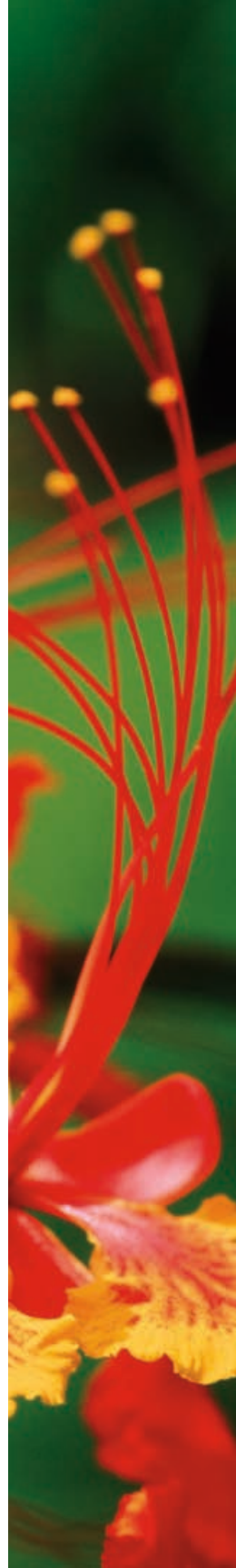
## RESPONSIBLE FORESTRY

- Forest Stewardship Council (FSC) chain-of-custody certified
- Sustainable Forestry Initiative (SFI) chain-of-custody certified

## LOW VOC OFFERINGS

- Use of low VOC emitting solvent-based inks
- Virtually 0% VOC emitting UV inks & coatings
- Continued exploration of low VOC emitting press solvents and solutions

The Garvey Group is fully compliant with all state and federal environmental regulations. All emissions are reported to the Environmental Protection Agency annually.



# Sustainable Options

What does sustainability look like? Below is a simple chart to help illustrate what chain-of-custody papers and low VOC production options are offered by The Garvey Group.



## GARVEY GREEN

The Garvey Green program is available for use by our valued customers when producing environmentally conscious printed projects in any of our facilities. Displaying this logo demonstrates that you have chosen to participate in our dual-certified Forest Stewardship Council (FSC) or Sustainable Forestry Initiative (SFI) chain-of-custody approach. The Garvey Green program also includes eco-friendly options such as UV inks, coatings, and press solutions all with virtually zero VOC emissions.

[www.thegarveygroup.com/garveygreen](http://www.thegarveygroup.com/garveygreen)



The mark of responsible forestry

BV-COC-080715

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## FOREST STEWARDSHIP COUNCIL

(FSC) is an international, independent, not-for-profit organization that promotes responsible management of the world's forests. This organization accredits third-party certifiers to ensure that forests and forest products companies meet FSC criteria for environmental, economic, and social standards. All four Garvey locations are FSC chain-of-custody certified and can display the FSC marking upon qualifying paper.

[www.fsc.org](http://www.fsc.org)



## SUSTAINABLE FORESTRY INITIATIVE® INC.

(SFI Inc.) is a program comprised of a comprehensive system of principles, objectives, and performance measures developed by professional foresters, conservationists, and scientists. Together they integrate the perpetual growing and harvesting of trees with long-term protection of wildlife, plants, soil, and water quality. All four Garvey locations are SFI chain-of-custody certified and can display the SFI marking upon qualifying paper.

[www.sfiprogram.org](http://www.sfiprogram.org)

# Glossary and Terms

**Carbon Footprint** The calculation of greenhouse gases produced by a person, organization or activity, in units of carbon dioxide. This calculation includes both direct and indirect emissions.

**Chain-of-Custody** The process of tracking wood fiber through the supply chain to ensure its integrity and certification.

**Conservation** Responsible use of natural resources to preserve and protect the environment. Recycled papers are an excellent example; they conserve trees, water, chemicals, energy, and landfill space.

**Corporate Social Responsibility (CSR)** Being responsible to all stakeholders while balancing the financial, social, and environmental interest.

**Elemental Chlorine Free (ECF)** Indicates virgin paper that uses a chlorine derivative instead of elemental chlorine for whitening in the pulping process. ECF pulp has become the most widespread replacement for elemental chlorine pulp to date, and produces paper with the same tactile qualities, strength, and brightness.

**Environmentally Conscious** Using best practices to offer and produce environmentally safe print projects through the use of low or no VOC solutions and inks, certified paper, end use consideration, and design with sustainability in mind.

**Greenhouse Gas** A collective term for the following gases: carbon dioxide, methane, nitrous oxide, hydro-fluorocarbons, per-fluorocarbons, and sulfur hexafluoride, which contribute to climate change.

**Greenwashing** The unjustified appropriation of environmental virtue by a company, an industry, a government, a politician or even a non-government organization to create a pro-environmental image to sell a product or policy.

**Post-Consumer Waste (PCW)** Refers to material that has been in circulation in finished form and has been recycled by the end user. Papers with the highest post-consumer waste content are the most eco-friendly.

**Pre-Consumer Waste** Content paper containing fiber that was recycled from waste at a mill, fabricator, and/or printer. This paper

has never been used by the consumer and often is derived from the trimmings that occur in manufacturing or from unsold magazines and periodicals.

**Process Chlorine Free (PCF)** Refers to papers that contain post-consumer fiber processed without the use of any additional chlorine or chlorine compounds. Because PCF paper contains recycled-content fiber, PCF paper production can also reduce water, energy, and virgin fiber usage.

**Renewable Resource** A natural resource qualifies as renewable if it is replenished by natural processes at a rate comparable or faster than its rate of consumption by humans or other users. Resources such as solar radiation, tides, and winds are perpetual resources that are in no danger of being used in excess of their long-term availability. Natural resources that qualify as renewable resources include oxygen, fresh water, timber, and biomass.

**Sustainability** A characteristic of a process or state that can be maintained at a certain level indefinitely. Used often in reference to how long human ecological systems can be expected to be usefully productive.

**Totally Chlorine Free (TCF)** Indicates virgin paper that uses no chlorine or chlorine compounds in the pulping process.

**Totally Recycled Fiber** This paper contains 100% recycled material and may contain pre- and post-consumer waste

**Virgin Paper** Coming directly from trees, it contains the strongest and purest fiber and requires the most energy to manufacture. These types of papers have the most immediate impact on the forest.

## **Volatile Organic Compounds (VOCs)**

Volatile organic compounds are contained within the petroleum oil content of lithographic inks and are emitted as gases during the drying process. VOCs include any compound of carbon, (excluding carbon monoxide, carbon dioxide, carbonic acid, metallic carbides or carbonates, and ammonium carbonate,) which participates in atmospheric photochemical reactions.

# Contact

For further information about our environmentally conscious strategies and offerings, please contact:

**Mark Heimerl**

National Strategic Sales Manager  
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262.240.0246

## Environmental Calculator

The production of this book used 704 lbs. of 100% post-consumer recycled fiber which saved:

**2,436 lbs. wood**

A total of eight trees that supply enough oxygen for four people annually

**3,080 gallons of water**

Enough water to take 179 eight-minute showers

**6 min. BTU's energy**

Enough energy to power an average American household for 24 days

**742 lbs. emissions**

Carbon sequestered by nine tree seedlings grown for 10 years

**396 lbs. solid waste**

A total of 14 thirty-two gallon garbage cans of waste

\*Environmental calculator supplied by [www.neenahpaper.com/NEENAHGREEN](http://www.neenahpaper.com/NEENAHGREEN)



**Recycled**

Supporting responsible use of forest resources

[www.fsc.org](http://www.fsc.org) Cert no. BV-COC-080715  
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### PRODUCTION NOTES

Paper: Printed on Neenah Environment, 80 lb. Cover  
Ink: Graphic Ink Systems (UV inks 4 color process + 1 PMS)  
Press: KBA Rapida 105 6-color UV Inter-deck 28" x 41"



This book utilizes our eco-friendly offerings of chain-of-custody paper, UV inks, low VOC emitting press solutions and, coatings which produce virtually zero VOC.



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