

## Case Study:

### A Commitment to Sustainability Grows Business and Increases Revenue at the Advertisers Printing Company



The Advertisers Printing Company has been printing since 1923, and it has a focus on sustainability to thank for healthy growth. Recognized as a regional expert in sustainable printing, the company has become a leader in sustainability consulting for the graphic design, public relations, and communications industries, which has helped it add some prestigious clients in and around its hometown of St. Louis, Missouri.

Today, the company works with prestigious cultural organizations like the Missouri Botanical Garden, the St. Louis Art Museum, and the St. Louis Symphony, as well as large corporate clients including Enterprise Rent-a-Car, Monsanto, and Peabody Energy who are all attracted to its reputation for sustainability.

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**The Advertisers Printing Company recently completed GM's annual sustainability report, and distinguished charities and cultural associations like the Salvation Army and the St. Louis Zoo rely on the company for recommendations on sustainable printing and substrate selection.**

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### How the Advertisers Printing Company Has Achieved Sustainability

The Advertisers Printing Company began its efforts to increase profits by reducing waste and promoting eco-friendly printing practices in 2002, becoming the first SGP-certified printer in the state. SGP certification was a key part of the company's mission to become one of the most sustainable printers in the United States. As a family owned and operated organization, the Advertisers Printing Company was compelled to reduce its impact on the environment. Company leaders understood that being a regional authority in sustainability would attract clients and other organizations seeking to make a similar positive impact on the world.

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As an SGP certified printer, the Advertisers Printing Company has developed a written Sustainability Management System and has established a sustainability team to manage its implementation. The team tracks environmental metrics and carries out an annual project to reduce the organization's ecological footprint. An aggressive recycling program and lean manufacturing process are among the company's accomplishments as an SGP printer. Their sustainable initiatives include the following:



#### 12-Prong Recycling Program:

The company employs a comprehensive system for recycling ink, paper, metal plates, and other operational materials.



#### Weekly Solid Waste Pick-Up:

The company has made such drastic solid waste reductions that solid waste removal now takes place just once a week.



#### Low-VOC Inks:

Only low volatile organic compound inks and VOC-free inks are utilized in printing.



#### School Share Paper Donations:

Paper goods avoid landfills and recycling by repurposing paper at local schools.



#### Energy Efficient Facilities:

A fleet of hybrid vehicles and 25kW solar panels are some of the facilities improvements that the Advertisers Printing Company has made in order to increase efficiency in manufacturing and delivery.



#### "Know Before You Throw":

As part of its sustainable printing program, the company provides its clients with scheduled recyclable material pick-ups and waste reduction consultations.

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In addition to recycling and lead manufacturing, one of the Advertisers Printing Company's biggest achievements in sustainability has been its implementation of a Secondary Recovered Materials (SRM) program. Secondary Recovered Materials include paper, fabrics, wood, certain plastics and polymers, packaging, contaminated recyclables, and products intended for destruction.

Through its partnership with the Materials Lifecycle Management Company, Advertisers Printing has drastically reduced the amount of waste produced. Instead of disposing of waste in a landfill or incinerator, Secondary Recovered Materials are turned into Enviro-Fuelcubes, a cost-effective replacement for fossil fuels. The Materials Lifecycle Management system operates along the same routes previously used to deliver trash to landfills and incinerators, further eliminating waste in the transportation process.

This innovative approach to waste reduction is a core component of the Advertisers Printing Company's Sustainability Management System and one of many reasons why regional organizations rely on the company's recommendations for greening their own operations. As a result, SGP certification has helped the Advertisers Printing Company attract new business and elevate its reputation in the community.



#### Avoid the Landfill:

75% to 99% of all trash discarded by businesses can qualify as Secondary Recovered Materials.