

Tips to Go Green

Green marketing. It's all the buzz; and it should be as people and businesses do their part to act responsibly towards our environment. Electronic communications, such as e-newsletters or blogging, are often seen as being green-friendly. But that's not entirely true.

Consider

- It takes the power of 5 nuclear power generators to keep 1 billion people on the Internet.
- In the US alone, idle computers cause power companies to release 20 million tons of carbon dioxide annually (equal to 4 million cars on the road).
- Only 18% of electronic devices are recycled properly (e-waste is our single largest toxic waste).

Print communication is not only effective, it is a responsible choice. Did you know the forest land in the US has increased 10 million acres in the last 20 years? So, if you are looking to be greener with your direct marketing, there are many ways to do this.

Our Top 5 Tips

1. Keep your distribution list current. This is one of the most important things you can do. By updating your mailing list you will reduce waste with returned or undeliverable mail. There are three main methods to accomplish this: periodically use the National Change of Address (NCOA) service, remove duplicate listings, and maintain a "Do Not Mail" list for people who have either opted out of or are not appropriate for receiving your communications.
2. Print on both sides of the material. You have all this extra space, so why not use it? Especially if you are producing a postcard.
3. Avoid varnishes and metallic ink. While these inks make your piece look flashy, they are harder to process for recycling. Think about using agri-based ink, such as soy-based, and think about using fewer colors. Give your designers a real challenge!
4. Take a second look at your design. Altering the final design of your piece can reduce the total amount of material you use by fitting multiple pieces per sheet and thus reducing the total amount of energy you use by having a shorter run time. Not only is this a greener method, but it also reduces your total production costs. If you are not sure this is an option, Fineline can help.
5. Work with responsible suppliers. If your print and mail service has green initiatives in place and available for you, then take full advantage. For example: Fineline has recently become certified with both the Forest Stewardship Council (FSC) and the Sustainable Forestry Initiative (SFI). Using paper certified by these two councils is an excellent way to promote eco-friendly products.

Being environmentally responsible in your marketing efforts might cost you a bit more, but keep in mind that customers respond to corporate responsibility and will appreciate your green efforts. If you follow through on your green initiatives and become actively involved in the movement, you could see an increase in business.

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."

