



Questions to ask yourself before committing to the printing process for sustainable accountability.

Is print the best way to reach your audience? If the answer is yes, then the following checklist will help improve efficiency of the process, in turn improving the environment. It's a win/win situation for your company and society as a whole.

1. Have you built in a sustainability requirement brief?

(M) The first step we do is to create a brief that will be the blueprint to follow the process from first discussions through the final outcome. This gives our designers the opportunity to work with printers and other outside resources to develop the best methods for minimizing the environmental impact.

2. Will the design minimize the amount of paper used or waste?

At (M) we discuss with various printers the best paper size based on the printing presses used. This can result in a cost cutting approach for our clients. Reducing the overall size of printed collateral saves on paper, as well as postage in a mailing campaign.

3. Do you know where the project will be printed, in relation to where it will be used?

Travel can have a major environmental impact, using local printers, may initially cost more, but not when you add in the other unforeseen expenses, trucking, management travel etc.

4. Have you specified a recycled stock, and maximum recyclability of the finish product.

At (M) we only use recycled stock such as certified FSC. These methods help you reinforce your sustainability profile with customers. Certain varnishes and paper coatings make recycling difficult, our printing briefs cover this issue ahead of time.

5. Are your mailing lists up to date and free of duplication?

Old data is a waste of resources and expense.

6. Do you use the appropriate logos and/or information to let your customers know your CSR (Corporate Society Responsibility)?

At (M) we will help you determine the best way of minimizing the impact of your printing material and make sure your environmental footprint is presented to your customer base.

Need to learn more? Give us a call at 508 336 7576, ask for Lee Gorman

Em: mllcgorman@gmail.com • www.mllc.cc