

Our Green Initiatives

Every day, we strive to further lessen our impact on the environment and it's resources while continuing to provide you with the highest quality strategic design. Just a few of the initiatives we've put in to place to make our business more environmentally responsible are outlined below:

IN HOUSE

- our large windows provide a natural primary light source, decreasing daily energy consumption; we use our interior lights only when necessary, and turn them at night off when we close
- we shut down our computers every night when we close
- we have no exterior lighted signage
- non-gallery bulbs in the office are LED or compact-flourescent
- we use an energy-efficient heat pump for office climate control
- we make our own coffee and espresso using beans from small roasters
- we filter our water instead of using bottled water or a water cooler
- when possible, we avoid printing documents, emails and attachments
- we recycle all waste paper, glass and plastic and other packaging

VENDORS

- when shipping, we reuse original packaging as much as possible
- we prefer to use local businesses and services when possible
- we also prefer to work with other like-minded and ethical businesses and organizations when possible
- we specify recycled, acid- free and/or elemental chlorine-free papers, or find similar alternatives
- we have established relationships with printers who have been certified by the Forest Stewardship Council (FSC), which means:
 - we specify "agri-based" inks that are low in volatile organic compounds (VOCs)
 - we specify coatings that are water-based
 - printing plates are recycled
 - waste inks are properly incinerated and not sent to landfills
 - make-ready sheets are used as many times as possible before they are recycled
 - bindery trimmings are recycled

These are standard PRIMER practices - of course, we are flexible, should any of our clients request to use other methods, materials or printers. We will always work with you to determine the best course of action for both your project and your footprint.