

Paper and Printing

SMART PAPER CHOICES

Reduce: UBC is required under the Greenhouse Gas Reductions Target Act to purchase carbon offsets for all copy paper purchased at UBC - an unavoidable cost.

The reduction of paper usage within your department is always the first and foremost strategy. This will not only help conserve resources but will help to lower the amount that UBC is required to pay in carbon offsets. The Sustainability Coordinator Program offers online toolkits to help departments reduce paper use through [email filing](#), [double siding](#) and [margin reduction](#).

Use this checklist to help reduce paper use:

- Minimize or eliminate the use of printed meeting agendas.
- Use track changes and commenting to review and edit draft documents.
- Publish documents online rather than printing hard copies.
- File emails in Outlook Express rather than printing them out.
- Collect paper that has been previously printed on one side only and place in a box next to your department’s printer. You can use this paper for printing or as scrap paper.

Buy Recycled: All [paper purchased and used](#) at UBC must contain a minimum of 30% post-consumer waste.

- Check if your department is still purchasing 100% virgin copy paper. If so, make the switch to a minimum of 30% post-consumer recycled copy paper.
- Choose copy paper from Unisource. Unisource and UBC have a contract that provides 30% post-consumer recycled paper, Spectrum Recycled Multi-Use Paper, for the same low price as virgin paper.
- If possible, choose chlorine-free paper.
- Unisource also offers 100% post-consumer recycled paper. Ask about their “Save a Tree” copy paper.
- Call Unisource at 604-520-7440 to order 30% or 100% post-consumer recycled copy paper and give them your UBC Purchase Card (PCard) number.

PRINTING TIPS

CHOOSE	AVOID
Online documents rather than printed	Any pigments containing metallic or fluorescent inks
Sustainable design methods that aim to minimize paper use, ink and money	Use of bleeds during the design process
Environmentally responsible paper options such as recycled content and chlorine-free	Printing on virgin paper
FSC certification	Laminates
Producers that provide an EcoAudit for your project	Wasteful packaging options
Soy or vegetable based inks	Printing overseas
Binding options that promote easier recycling	Avoid using bindings, adhesives, or foil stamps in packaging
PDF proofing	
Minimal or no packaging for your printing project	

Fact: We can do better

In 2009, virgin copy paper accounted for 24% of all copy paper purchased at UBC Vancouver. All paper purchased at UBC must contain a minimum of 30% post consumer recycled content. Unisource offers UBC departments 30% post-consumer paper at the same low cost as virgin. Make the switch – call Unisource to order at: 604 520 7440

Paper and Printing

UBC prints thousands of items every year: business cards, brochures, annual reports, bookmarks and more. For detailed tips on sustainable design and printing practices and suggestions for local printing companies, use the checklist below.

DESIGN

- Decide whether your publication needs to be printed in the first place. Online documents save paper and can be updated easily.
- Work with your graphic designer to develop a project that is designed to be as sustainable as possible.
- Eliminate bleeds, which is when ink runs off the edge of your page. This can save a substantial amount of paper, ink and money.
- Consider your medium as your message, in what ways can you innovate and enhance value in your project by considering sustainability.
- Design and communications collateral can become artifacts, things we enjoy and treasure. Is the quality of your design of this standard? Or is it disposable?
- Measure: How effective was the promotion? Did you reach your audience, did all the brochures get distributed? Knowing the impact of your outreach will help you to plan better for next time.

PRODUCTION

- Print exact numbers. If you are unsure if you will use your entire run, consider digital printing. Digital printing allows you to print only what you need with no extra copies.
- Use local printers. UBC [Media Group](#), [Hemlock Printing](#), [Metropolitan Fine Printers](#), [En Masse Media](#), [Green Printer](#), and [New West Press](#) offer sustainable printing choices.
- Ask for PDF proofing rather than printed proofs.
- Use [FSC certified paper](#) with a high percentage of post-consumer recycled content.
- Use chlorine-free paper.
- Ask if your printer offers ‘gang run’ printing. Gang run printing pairs your print job with others to save time, money, paper, ink and water. [Clubcard](#), [En Masse Media](#), and [Green Printer](#) offer this service.
- Avoid plastic cover coatings such as laminates.
- Use vegetable based inks rather than metallic or fluorescent inks.
- Ensure your printer is using alcohol-free fountain solution.
- Ask for eco-friendly binding options. Perfect bound books are easier to recycle. Limit the use of staples in binding.
- Ask for an ecoaudit of your print job. Hemlock Printers offers [“Zero”](#) to help offset the printing process.

PACKAGING

- Consider how your product will be shipped. Is it possible to eliminate the need for cardboard by having your project tie-wrapped?
- Eliminate shrink wrapping your publication. If it is necessary, as the printer if they offer corn-based solutions.

Success Story

Paperless?

Think it can't be done?

For tips on moving towards a paperless office, read the UBC Report [article](#) about how an office at UBC went paperless.

Authentic Logos

Look for the FSC logo when choosing both your printer and paper. To verify you can ask your printer to provide proof of certification.



When you print carbon neutral with Hemlock, you can use the exclusive “Zero” landmark on the materials you offset. It shows the positive steps your taking toward climate action.

