



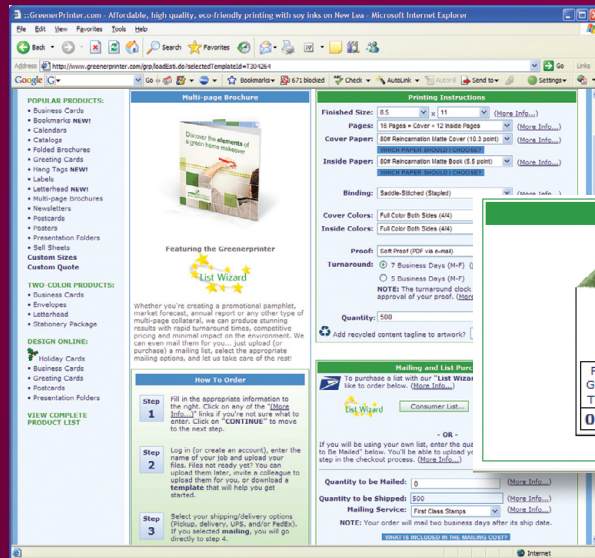
The business of green printing

Commercial printer embraces environmental sustainability with green business practices that leverage Adobe® Creative Suite® Design Premium software



For Greenerprinter, environmental sustainability is not just a fad to gain new clients; it is the company's raison d'être. From the start, Mario Assadi, the CEO of Greenerprinter, set out to build a company that is environmentally responsible, with business and manufacturing processes that are lean, green, and sustainable. After twenty years in business, Greenerprinter is still committed to this goal and working every day to find new ways to improve efficiency while demonstrating the power of print. Using Adobe Creative Suite Design Premium software is one way Greenerprinter streamlines operations and eliminates unnecessary paper usage without sacrificing quality. The company looks forward to working with Adobe Creative Suite 4 Design Premium to realize even greater efficiencies and workflow enhancements.

Greenerprinter customers place print orders online and upload their print ready Adobe PDF files directly to the website. Customers see an environmental benefits statement on their order page. After approving a PDF proof sent via e-mail, the job is printed to customer specifications.



“Adobe Creative Suite 4 Design Premium will help us further streamline our operations, improve efficiency, and become even more environmentally responsible.”

Mario Assadi, CEO, Greenerprinter

A green beginning

Greenerprinter started as a prepress color house in 1987 under the name Tulip Graphics. As technology advanced, the company evolved into a full-blown commercial printer. In 2004, Tulip became Greenerprinter, offering online print services as well as traditional commercial printing. Today, the company offers sustainable, eco-friendly printing and mailing services to local and national companies like Clif Bar & Company, Salesforce.com, solar companies, and organic food companies.

“We are a green certified company with a mission of sustainability that extends into every facet of our operations,” says Assadi. To achieve and maintain its environmental sustainability certification, the company follows specific guidelines unique to the printing industry. In addition to computerizing prepress operations to remove photo-chemicals and establishing a recycling program for solvents, Greenerprinter also uses alcohol-free printing, recycled papers, low VOC (Volatile Organic Compound) inks, and energy efficient equipment.

Technology-powered efficiency

Greenerprinter proves on a daily basis how technology helps eliminate inefficiencies in the manufacturing process, streamlines communications with customers, and makes internal operations more eco-friendly by reducing paper usage. Technologies such as print-on-demand enable customers to order and print smaller quantities of materials when needed, while staying informed about project costs.

Greenerprinter uses Adobe Creative Suite Design Premium software and notes Adobe’s contribution to its business success. “Adobe has been an inspiration for us, from the way it does business to how it treats its customers,” says Assadi. “Adobe is always one step ahead of the competition, with innovative software and solutions. Adobe Creative Suite 4 Design Premium will help us further streamline our operations, improve efficiency, and become even more environmentally responsible.”

The printer cites Adobe Acrobat® and the ability to deliver documents in Adobe Portable Document Format (PDF) as examples of Adobe’s market foresight. Adobe PDF files have become the standard for sending and receiving files in the print industry. Adobe PDF files received from customers maintain the integrity of customer designs while streamlining operations. Additionally, the printer sends 90% of proofs as Adobe PDF files rather than as hard copy proofs. “We wouldn’t be able to create an efficient, lean environment if we didn’t have Adobe Acrobat software,” states Assadi.

The Adobe connection

Greenerprinter receives 95% of files from customers as Adobe PDF or Creative Suite files and internally uses Adobe Illustrator®, Photoshop®, InDesign®, and Acrobat as part of its preflight and production processes. The integrated suite of Adobe products supports end-to-end digital workflows that help mitigate the environmental impacts of established business processes.

A technology leader, Greenerprinter looks forward to helping its customers realize the added benefits of working with Adobe Creative Suite 4 Design Premium software. The Live Preflight capability in Adobe InDesign CS4 will help Greenerprinter’s customers identify and correct potential problems early in their design process and reduce time and waste in their workflow. The ability to create preflight profiles for customers to use for specific jobs will enable customers to submit PDF files to Greenerprinter that flow directly into the company’s PDF workflow.

“The Live Preflight feature in Adobe InDesign CS4 will give us and our customers confidence that the job going to print is free of errors that could result in the need to reprint.”

Mario Assadi, CEO, Greenerprinter

“The last thing we want to do is waste time and materials reprinting a customer’s job,” explains Assadi. “The Live Preflight feature in Adobe InDesign CS4 will give us and our customers confidence that the job going to print is free of errors that could result in the need to reprint.”

Customers can upload files directly on the Greenerprinter website, which speeds the production process, avoids unnecessary errors, eliminates fuel consumption of courier services, and helps reduce the amount of paper consumed. First, customers select the item to print from a list of products. Next, they choose the job specifications (size, paper stock, quantity, and other details) as well as any add-on bindery services, such as folding, drilling, or perforating.

After uploading files, customers receive an Adobe PDF proof via e-mail, which they can approve online. Online proofs save paper and eliminate the need to transport hard copy proofs by truck, train, or air. “We offer our customers guidelines for trouble-free Adobe PDF file creation and templates to help them design print-ready projects,” explains Assadi.

Greenerprinter uses the Prinect workflow management system from Heidelberg. The Prinect Printready System verifies the integrity and printability of Adobe PDF documents supplied by the customer. Greenerprinter also uses Job Definition Format (JDF) to route documents through various workflow steps, specifying ink zones, press set up instructions,

and cutting and folding directions for JDF-enabled devices. Overall, JDF automates the process—speeding throughput, reducing errors, conserving paper and energy, and lowering production costs.

The VDP advantage

The company is also committed to teaching customers to become more efficient in what they print and how they print it. To this end, Greenerprinter does a great deal of Variable Data Printing (VDP), using the power of digital printing and helping customers target their messages to individual recipients based on information in customer databases.

Greenerprinter notes that designers are becoming more educated about one-to-one marketing and the benefits of targeted programs and projects. The integrated Adobe workflow supports the creation of printed mailers in InDesign as well as the corresponding personal URL landing pages in Adobe Dreamweaver®.

For its VDP work, Greenerprinter uses a Kodak NexPress, which requires PDF or Variable Data Exchange (VDX) files as part of its PDF workflow. Greenerprinter uses VDP to educate customers on how to be more eco-friendly with their print buying. “First, we examine patterns of print buying and show customers where they can improve the environmental sustainability and cost effectiveness of their print purchases,” explains Assadi. “Next, we build storefronts for customers where they can order what they need in the quantities and time frames that suit them.”

Company

Greenerprinter

Berkeley, California

www.greenerprinter.com

Challenges

- Reduce environmental concerns and costs associated with print materials
- Help customers adopt greener design and printing practices
- Streamline the prepress workflow with integrated technologies

Solution

- Maintain design integrity and streamline operations with Adobe PDF files
- Create VDP materials with Adobe Creative Suite Design Premium software
- Adopt intelligent Adobe PDF workflow including JDF technology

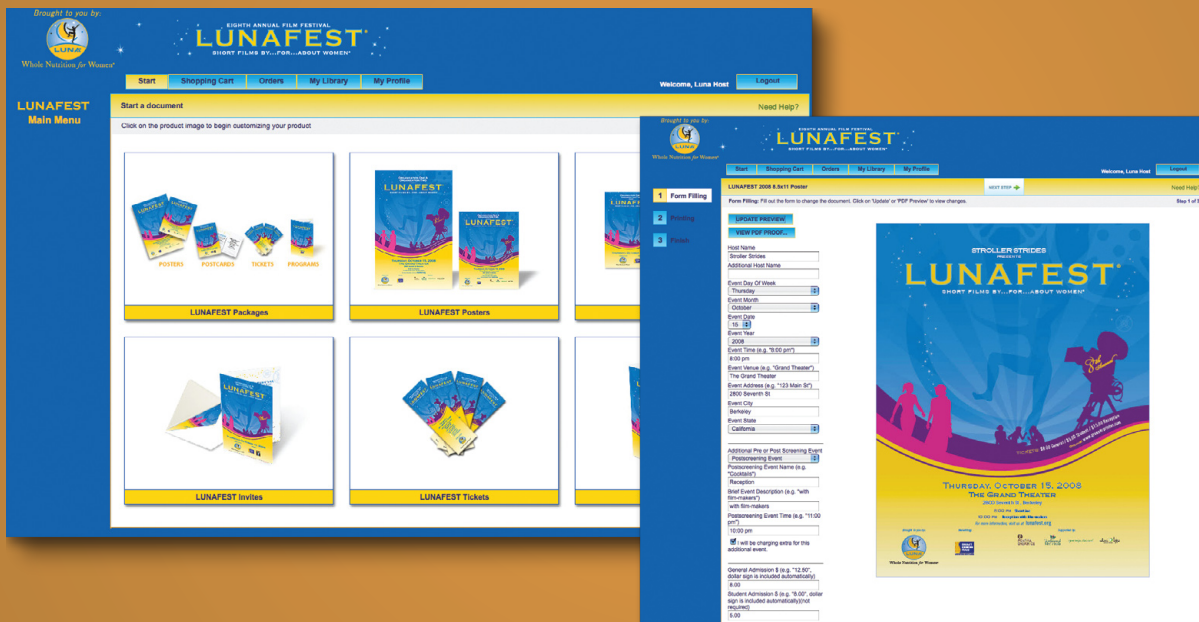
Benefits

- Reduced printing waste by enabling customers to produce only the materials and quantities they need
- Increased effectiveness of promotional campaigns with VDP technology
- Minimized waste and emissions associated with sending hard copy proofs

Toolkit

- Adobe Creative Suite Design Premium. Components used include:
 - Adobe InDesign
 - Adobe Photoshop Extended
 - Adobe Illustrator
 - Adobe Acrobat Pro
 - Adobe Dreamweaver
- Heidelberg Prinect Printready System
- Kodak NexPress
- Premium Member, Adobe Partner Connection Print Service Provider Program

Like Greenerprinter, Adobe practices environmental sustainability throughout its organization. Adobe has received 3 platinum awards from the nonprofit U.S. Green Building Council under its current Leadership in Energy and Environmental Design (LEED) standards.



Greenerprinter enables Clif Bar's LUNAFEST event hosts to use a customized online storefront to select promotional materials designed with Adobe Creative Suite Design Premium software, add event information, view Adobe PDF proofs of the materials, and print only the quantities needed.

Clif Bar & Company, maker of all-natural and organic foods, enjoys the benefits of Greenerprinter's VDP and storefront capabilities. Greenerprinter created a website for ordering customized posters, invitations, postcards, tickets, and programs for Clif Bar & Company's LUNAFEST® events. VDP helps Clif Bar & Company ensure the delivery of customized, targeted printed materials to the right recipients with the right message. LUNAFEST® events raise funds and awareness for the Breast Cancer Fund and community nonprofit organizations. Event hosts use the storefront to select promotional materials designed with Adobe Creative Suite Design Premium software, add custom event information, and view Adobe PDF proofs of the materials before they are printed.

Like-minded philosophies

Moving forward, Greenerprinter will continue to explore ways to make printing more sensible for both customers and the environment. For example, Greenerprinter advocated that Salesforce.com make the switch from printing on non-recycled paper to recycled paper using soy inks. "Our customers choose Greenerprinter because they want to work with a company that is environmentally responsible and has their best interests, as well as the world's, at heart," says Assadi.

Greenerprinter's ultimate goal is to produce a printed piece that, excluding ink and shipping, has the same environmental footprint as the paper itself. "We want print to be regarded as a good, environmentally responsible alternative to other media," Assadi explains. "We don't want print to be marginalized due to cost, environmental concerns, or availability of electronic media. All media has a carbon footprint and we're working toward making the footprint of printed pieces equivalent to, or less than, other media."



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