



## CHAPTER XII

### HOW TO SELECT THE MOST SUSTAINABLE PRINTING COMPANY

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**12.1.**  
Certifications and Methodology

**12.2.**  
Tips and Types  
for Graphic Design Teachers



## 12.1 CHAPTER XII CERTIFICATIONS AND METHODOLOGY

Graphic design teachers can introduce the topic of electronic consumption and the impact that designs have online in the curriculum in a number of ways

When selecting a printing company for graphic design projects, it is important to consider the company's environmental policies and their use of sustainable printing methods. One way to do this is by looking for certifications such as FSC<sup>23</sup> (Forest Stewardship Council) or PEFC<sup>24</sup> (Programme for the Endorsement of Forest Certification) which indicate that the company uses responsibly sourced paper and materials. Additionally, it is important to consider the printing methods used by the company, such as digital printing or LED printing, which are more environmentally friendly than traditional methods. Another important aspect to consider is the company's energy consumption and waste management practices. A company that uses energy-efficient equipment and has a recycling programme in place is likely to have a lower environmental impact. Furthermore, it is essential to check the company's track record of compliance with environmental regulations and if they are part of any environmental initiative. To have a clear picture of the company's environmental performance, it is recommended to ask for detailed information on their environmental policies and certifications, and to visit the company's facility to check their environmental performance in practice.

### ROMANIA

Some examples of companies in Romania that have implemented sustainable energy consumption and waste management practices include:

- **PAPIRPRO**  
a recycling company that specializes in paper and cardboard recycling, reducing the environmental impact of paper production.
- **ECO-ROM AMBALAJE**<sup>25</sup>  
a packaging company that uses eco-friendly materials such as biodegradable plastics and recycled paper in their products, minimizing waste and pollution.
- **PRINTEC GROUP**<sup>26</sup>  
a printing company that uses energy-efficient equipment and sustainable printing techniques, such as digital printing and LED printing, to reduce their environmental impact.
- **GREEN ENERGY ROMANIA**  
a renewable energy company that offers green energy solutions such as solar and wind power, allowing companies to reduce their carbon footprint and choose a more sustainable energy supplier.
- **ENERGYPAL ROMANIA**<sup>27</sup>  
offers energy efficiency services, through which customers benefit from the most effective solutions to reduce building operating costs. The solutions and technologies used result in the reduction of the operating costs of the beneficiaries, which allows the financing of the solutions from the savings achieved.

### NOTE

23— [https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/11630-Disboscamento-illegale-valutazione-delle-norme-dellUE-controllo-delladeguatezza-/F506597\\_it](https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/11630-Disboscamento-illegale-valutazione-delle-norme-dellUE-controllo-delladeguatezza-/F506597_it)

24— <https://www.eea.europa.eu/data-and-maps/data-providers-and-partners/programme-for-the-endorsement-of>

25— <https://ecoromambalaje.ro/>

26— <https://www.printecgroup.com/>

27— <https://www.energypal.ro/servicii/offers>



## 12.1 CHAPTER XII CERTIFICATIONS AND METHODOLOGY

### ITALY

Examples of company's energy consumption and waste management practices in Italy include:

- **FELTRINELLI**<sup>28</sup>  
This Italian printing company uses 100% renewable energy sources and is committed to reducing its CO<sup>2</sup> emissions. They have also implemented a recycling program for paper and other materials used in the printing process.
- **GRAFICHE ANTIGA**<sup>29</sup>  
This company has implemented a number of sustainable practices such as the use of vegetable-based inks, recycling of paper and printing plates, and energy-efficient equipment.
- **CARTOTECNICA ROSSI**<sup>30</sup>  
This company has implemented a recycling program for paper and other materials used in the printing process and also uses energy-efficient equipment such as LED lights.
- **TIPOGRAFIA MODERNA**<sup>31</sup>  
This printing company has implemented a number of sustainable practices such as the use of vegetable-based inks, recycling of paper and printing plates, and energy-efficient equipment. They also offset their carbon footprint by investing in renewable energy projects.
- **GRAFICHE GM**<sup>32</sup>  
This company has implemented a recycling program for paper and other materials used in the printing process, uses energy-efficient equipment such as LED lights, and also uses water-based inks which are less harmful to the environment.

### NOTE

28— <https://www.lafeltrinelli.it/>

29— <https://www.graficheantiga.it/>

30— <https://www.cartotecnicarossi.it/>

31— <https://www.tipografia-moderna.com/>

32— <http://www.gmgrafica.com/>



## 12.2 CHAPTER XII TIPS AND TYPES FOR GRAPHIC DESIGN TEACHERS

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Here are some tips and types for graphic design teachers on how to [introduce the topic of selecting the most sustainable printing company in the curriculum](#)

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- [DISCUSS THE IMPORTANCE OF SUSTAINABILITY IN GRAPHIC DESIGN](#) and the impact of printing on the environment.
- [EXPLAIN THE VARIOUS CERTIFICATIONS](#) that indicate a printing company is environmentally responsible, such as the Forest Stewardship Council (FSC), the Programme for the Endorsement of Forest Certification (PEFC), and the Rainforest Alliance.
- [DISCUSS THE DIFFERENT ENVIRONMENTAL POLICIES](#) that printing companies may have in place, such as reducing carbon emissions, using recycled materials, and minimizing waste.
- [DISCUSS THE USE OF ECO-FRIENDLY PRINTING METHODS](#), such as digital printing, vegetable-based inks, and water-based solvents.
- [PROVIDE REAL-LIFE EXAMPLES OF SUSTAINABLE PRINTING COMPANIES](#) and the projects they have completed, and discuss the challenges they have faced and how they have overcome them.
- [PROVIDE HANDS-ON ACTIVITIES](#) and assignments that allow students to research and compare different printing companies, evaluate their sustainability practices, and make recommendations for the most sustainable option for a specific project.
- [ENCOURAGE STUDENTS TO CONSIDER SUSTAINABILITY](#) as an integral part of their design process, from selecting the printing company to choosing materials and methods.