

Are you a Great Printer?

Ways to Show You're Green Tips for Promoting Your Environmental Efforts

If you are a **Great Printer**, use these tips to promote your designation and to let your customers know that you are making it part of your business to be Green. If you are not a Great Printer, talk to Paul to find out about how easy it is to become a Great Printer. Show your customers not only that you care about the planet, but that you are listening to the demands of the marketplace and are taking action!

1. Use the Great Printer logo on all of your company communications (including website, invoices, brochures, stationary and business cards). Contact Linda White at lwhite@pimn.org or 651-789-5502 to request a graphic file of the logo.
2. Issue a press release when you receive your Great Printer designation.
3. When you exhibit at events that have a "Green" theme (such as the PIM Print Showcase or Living Green Expo), create a handout (on recycled paper, of course!) that highlights what you are doing as a Great Printer—ways that your company is Green.
4. Issue a press release when you have completed any Beyond Compliance project, giving facts and figures to highlight how this benefits the environment.
5. Create a fun "Green" giveaway—but it has to be a green product! Biodegradable, reusable, etc. Feature the Great Printer logo prominently on this item. Ideas include seed packets, sports bottles, tote bags, coffee mugs, etc.
6. Create an environmental or "Green" section on your website that explains what you do that is green and what about this sets your company apart. This is a good place to stow your press releases and information about your Beyond Compliance projects.
7. Send a letter to your city's mayor or board telling them that you are green and what that means. Send a letter to your county purchasing department saying the same thing.
8. Create a large banner touting your Great Printer status for the inside of your shop or the outside of your building, to let visitors and passers-by know that you are committed to this Green Initiative.
9. Arrange to give a tour of your facility to a local politician (perhaps one who is running for office or has a particularly 'green' stance) and make sure to have your banner up and issue a press release surrounding the visit. Show them what you are doing that's green!
10. Display your Great Printer window cling (which you will receive shortly) at your front entrance.

