

Media environmental considerations

in large format design printing

Media represents not only a significant expense, but also by far the largest environmental impact of printing. Therefore it's important that you choose your large-format media wisely, and that your large-format printing solution helps you to use it efficiently.

Traditionally paper manufacturing has required large quantities of trees, energy, water, and chemicals such as chlorine. However, papers with an improved environmental profile are becoming more widely available in large-format sizes.

Choosing a media that has been responsibly sourced and manufactured is one of the most important contributions that you can make to reducing the environmental impact of your printing. There are a range of criteria to consider. Reputable environmental accreditations for paper can help to make your choices easier.

According to the US Environmental Protection Agency, it takes more than 200 oz (6 liters) of water to make an E/A0-size sheet of paper.

Environmental considerations in evaluating media

- **Look to its source**—The materials in an environmentally responsible media might come from one or more of a variety of sources such as trees from a sustainably managed forest, alternative fibers such as bamboo, recycled content from post-consumer papers, or a combination. Reputable accreditations require that the manufacturer is able to prove an unbroken 'chain of custody' for the material used across sourcing, manufacturing and distribution.
- **Examine how it's manufactured**—Chlorine-free media reduces the toxic impact of paper manufacturing on the environment. Some papers are now also certified as using energy from renewable sources in their manufacture.
- **Consider its carbon footprint**—Papers made from responsibly managed resources and/or recycled content might justifiably be claimed to have a lower carbon footprint than the alternatives. Additionally, remember that paper thickness is one driver of its carbon footprint.
- **Check for recycled content**—Many paper manufacturers offer papers with recycled content, generally consisting of post consumer waste. The proportion can vary from as little as 10% for some coated papers all the way through to 100%.
- **Recycling** — Not all paper-based media is recyclable. Some papers use chemical additives and/or coatings for a specific purpose, as is the case with many photo papers. They can affect the recyclability of the paper.

Environmental certifications for paper

There seems to be an ever-broadening range of environmental certifications available for papers. The four selected here are all well established and widely recognized.

- **FSC certification.** The Forest Stewardship Council (FSC) is an international, non-profit organization established to promote the responsible management of the world's forests.



www.fsc.org

- **PEFC.** The Programme for the Endorsement of Forest Certification (PEFC) is an international organization that facilitates the mutual recognition and co-endorsement of national forest certification systems.



www.pefc.org

- **EU-Flower.** This certification considers both raw material selection and the way in which the paper is manufactured.



www.ec.europa.eu/environment/ecolabel

- **Blue Angel.** This German eco-label certifies products based on their environmental design, energy consumption, chemical emissions, noise, and recycling programs.



www.blauer-engel.de



Media-saving features in HP Designjet printers

HP Designjet printers incorporate features to help you make the most efficient use of your media.

- Empty print area detection helps your HP Designjet printer to detect blank areas in print files and to exclude them from what it prints.
- Nesting tools for HP Designjet workgroup printers can manage jobs in a print queue to make optimal use of the media.
- HP Instant Printing Utility 2.0¹ offers realistic print previews and an auto-rotate feature that can cut printing errors and help to save media.

HP Media and the environment

HP is committed to reducing the environmental impact of the papers that the company sells by establishing one of the most comprehensive paper policies in the industry. HP's new policy ensures that raw materials are used efficiently, give preference to suppliers which source fiber from credibly certified, sustainable sources, minimize carbon production and waste in the manufacturing process and enable the responsible use and recycling of paper.

¹ Not available for all HP Designjet printers

HP Recycled Bond Paper

HP Recycled Bond Paper for large-format printing is made of 100% post consumer recycled content and is chlorine-free. It is ideal for everyday large-format prints and even for some presentations.

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