Baskı Kalitesi Arttırlırken Karbon İzleri Nasıl Azaltılır?

How to Reduce Your Carbon Footprint While Improving Print Quality?

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CARBON FOOTPRINT = YOUR ENVIRONMENTAL IMPACT

A renewed global environmental awareness has swept the Globe as hard-hitting documentaries, global awareness events and high profile personalities reveal sobering reports on the state of the earth.

After years, where some say that environmental leadership was sorely missing, new leaders have emerged to forge a global battle to save the planet.

GOING GREEN MEANS SOMETHING DIFFERENT FOR EACH COMPANY

Most people have heard the words “Go Green”. For some it has become an overused marketing phrase. For others it is a rallying cry for change. Whatever your personal or corporate view is, efforts to “Go Green” must go beyond a piece of paper.

THERE ARE DIFFERENT SHADES OF GREEN

One thing is for sure, going Green means something different to different companies and different people.

You might say there are “Different SHADES of GREEN”.

What is your Shade of Green?
To define what Shade of Green matches your company, you must identify your own reasons to go green!

Most company owners will find themselves adopting greener practices for one or several of the following reasons.

1General Directing Manager, Prisco Europe BVBA Belgium (Printing Chemicals Manufacturer)
• **Regulatory Imperative:** most legislative bodies and executive branches of governments have take up the mantle of environmental change.

• **Economic Imperative:** A growing cadre of environmentally friendly companies is demanding a new level of Green Compliance amongst all vendors, including printers. Their demands are beyond asking for recycled paper. Many printing and supply companies have found that making positive change for environmental reasons have been economically advantageous.

• **Personal Imperative:** Many printing industry leaders and teachers have been moved to act by their own conscience or the collective conscience of their organization. In other words, they are going greener because they feel they should.

For these and other reasons, companies are recognizing the internal and external benefits of Going Green.

**HOW CAN WE HELP?**

• You have to Perform an Environmental Audit, where you can define
  • Areas of Current Success
  • Areas that need Improvement
  • Areas of serious concern
  • Align your Strategic Partnerships
  • Create an Action Plan
  • Communicate and Educate – teach your employees why you are doing this.

**YOU CAN GET HELP ON DIFFERENT PLATFORMS:**

• On the Equipment side, you should think Water Processing systems, Fountain Solution Recycling Systems, Solvent waste Filtration systems, …

• On the chemical side, you should eliminate the use of Isopropyl Alcohol, use Low-VOC or VOC-free solvents.

We would like to tell you our plan how to reduce your Carbon Footprint while working on the dampening solution in your pressroom and this in 3 steps to reach your success!

1. Standardize the Water Quality
2. Reduce your need for Chemicals
3. Reduce your Chemical Waste
See how non-reliable water qualities can have their impact on the operating zone of the printing process. Variables of the untreated water quality will consume part of the power in your Fountain Concentrate even before it can start doing what it has to do, namely balancing water/ink on the offset press.

**STANDARDIZING THE WATER QUALITY**

There are many different kinds of water treatment systems, going from a simple water softener exchanging calcium ions for sodium, to De-Ionizing, complete Reverse Osmosis, or working with a balanced system developed specifically for the printing industry.
Comparison of the characteristics and suitability of different types of water for printing

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<tr>
<th>Consistency</th>
<th>Stability</th>
<th>Suitability for Printing</th>
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<tbody>
<tr>
<td>Excellent</td>
<td>DI Water</td>
<td>RO Water</td>
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<tr>
<td>Very Good</td>
<td>Aqua Flo II</td>
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<td>Poor</td>
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The advantages of a well managed water treatment system are:
- Consistent water quality
- Best pH for printing
- Stabil Fountain Solution
- Minimising the need for Chemicals

REDUCE YOUR NEEDS FOR CHEMICALS
How can Alcohol Free Printing contribute to your benefit in Going Green?
There are three major reasons to consider alcohol free printing:
- Environmental
- Technical
- Economical

Environmental: Substituting Isoproply Alcohol in the Fountain Solution will lead to lowering the fire and explosion risk, and as such improve on the safety in the pressroom.

It will help to reduce the inhalation risks, as such improving the health of the employees in the pressroom.

Our atmosphere will get less contaminated (ozone layer) and the final benefit is a safer work environment.

Technical: Many printers have experienced the advantages of less dot gain in the middle tones, a better contrast, higher gloss and less starvation ghosting. And which printer does not listen to the advantage of faster drying?

Economical: The economical advantages going far beyond the fact that we eliminate the use of IPA, reduced ink consumption with 10 – 15% will mean a much more important benefit with immediate positive impact on you cost.
The fact that Alcohol free printing is less forgiving means that your press will always be in an almost perfect condition, ready to deal with all jobs. Your pressmen will run the press very close to the ideal track, and as such, they will make faster start-ups and use less paper waste.

**REDUCE CHEMICAL WASTE**

Now that you have been working on the incoming water quality, and you succeeded in reducing the use of chemicals, we can advise to reduce the chemical waste.

Fountain Solution Recycling Systems and Solvent Filtration systems will help reduce your waste.

There were times that most printers were dumping their waste in places where they had an enormous impact on the environment. Today we can be happy that most companies have their waste hauled by special companies with official certificates.