

Print with Purpose

A Guide to Being Greener when you Print

A practical look at how better materials, responsible sourcing, reuse, and smarter print choices can help you support your sustainability programs- and help you meet the requirements your organization has put in place..





WHY GREENER PRINT MATTERS NOW

Greener print is no longer a niche conversation. Our customers are asking tougher questions about waste, sourcing, recycled content, and what happens to products after its lifecycle has ended. The good news: print can support sustainability goals when it is specified thoughtfully and backed by information that answers these questions. This guide provides those answers and some piece of mind.

What buyers usually mean by “sustainable”

Recyclable. Recycled content. Responsibly sourced. Reusable when possible. Less waste. Proof, not vague claims.



Pro tip:

“When our customers ask for greener options, they are usually not asking for perfection. They are asking for better choices, less waste, and a supplier story they can trust.”

77% of U.S. consumers say recyclability is extremely or very important when they consider packaging sustainability, and 62% say the same about recycled content.



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SUSTAINABILITY ORGANIZATIONS & CERTIFICATIONS

Why certification matters

Customers increasingly want sustainability claims backed by credible third-party standards, certifications, or ratings. These tools help move the conversation from “we think this is a greener option” to “here is the proof behind the claim.”

Forest Stewardship Council® (FSC®)

A globally recognized certification system focused on responsible forest management and chain-of-custody verification.

Sustainable Forestry Initiative® (SFI®)

A certification system focused on responsible forestry and fiber sourcing, especially across North America.

EcoVadis

EcoVadis is a globally recognized sustainability rating that evaluates a company’s performance in Environment, Labor & Human Rights, Ethics, and Sustainable Procurement.

FSC and SFI symbols are used only with certified products, materials, or approved references where program rules allow. Because not all products or materials qualify, these marks do not apply across every offering – but we can help identify and source certified options when needed.

*FSC says 80% of consumers who recognize FSC are more **likely to trust** a brand that offers FSC-certified products.*



The background of the entire page is a detailed, layered paper-cut illustration of a cityscape. It features various skyscrapers, some with grid-like window patterns, and other buildings of different heights and shapes. In the foreground, there are stylized, wavy lines representing hills or a river, also in shades of teal. The overall aesthetic is modern and eco-friendly, consistent with the 'enviroPrint' theme.

The enviroPrint difference:

- responsibly sourced materials
- recycled-content options
- greener print offering more sustainability
- verified supplier sourcing



Pro tip:

“Certified sourcing is important to support your organizations responsible sourcing goals.”



THE FIVE LEVERS OF LOWER-IMPACT PRINT

Print is not the problem. Wasteful print is.

The best sustainability conversations do not start with hype. They start with better decisions. Lower-impact print usually comes from a smarter combination of choices – not one magic substrate.

THE FIVE LEVERS

1

Use less.

2

Choose better materials.

3

Print only what is needed.

4

Favor reuse where possible.

5

Working with imagePro365 means working with a partner that sources better.

*EPA places **source reduction** and **reuse** ahead of recycling in its hierarchy for managing materials, reinforcing that the smartest move is often **preventing waste** in the first place.*



Best-fit lens

Ask:

What matters most here – less waste, recycled content, certified sourcing, reuse, or a product that can do more than one job?



Pro tip:

"The greenest choice is not always about the material alone. Sometimes it is printing the right amount, on the right stock, for the right purpose."



RECYCLED SUBSTRATES – CAN BE AN EASY FIRST YES

Have something to print? Recycled-content paper is one of the simplest ways to reduce virgin fiber demand and support circular material use. It is practical, familiar, and often one of the easiest places to begin.

Saying Yes to Recycled Content

Post-consumer recycled content can be an easy lower-impact upgrade for many everyday print pieces. It is especially strong when paired with right-sized quantities and practical applications.

Quality in mind from recycled material

Recycled does not automatically mean rough, dull, or lower quality. The right stock depends on the use case, not outdated assumptions.



Pro tip:

“For a practical move for your sustainability goals that is easy to support long-term, recycled-content paper is often the cleanest starting point.”

*AF&PA says around 46 million tons of paper were **recycled** in the U.S. in 2024, with paper recycling at 60% – 64% and cardboard at 69% – 74%.*



We describe it
this way:

*"This paper contains
recycled materials."*

You can say:

*"We printed this on
recycled paper."*





CERTIFIED SOURCING BUILDS TRUST

For some customers, recycled content is enough. For others, the bigger question is where the fiber came from and whether the sourcing can be verified. That is where certification becomes a stronger selling point.

When certified sourcing matters most

When a customer has procurement requirements, ESG expectations, brand standards, or concerns tied to responsible forestry, certification gives them a more credible answer.

FSC certification is a strong proof point we use to show responsible sourcing where available, supporting the broader sustainability approach behind enviroPrint.

**Not all products or materials across offerings qualify for FSC or SFI, but we can help identify and source certified options when needed.*

*FSC reports that 66% of consumers expect companies to ensure wood and paper products are not contributing to deforestation, and 64% **expect sustainability** information to be certified by an independent organization.*





Pro tip:

"If you need or your organization needs proof of where materials came from, certified sourcing is the important story, more important than recycled content alone."

Eco-consciousness is bigger than certification alone, and not every sustainability goal depends on certified materials. The key is recommending practical print choices that support waste reduction, reuse, recycled content, and longer-lasting value.



The cover is made with Repreve® ocean-bound plastic, and the interior pages are made from FSC-certified paper.



ECO-FRIENDLIER MANUFACTURING PRACTICES

How it is made matters too

A lot of sustainability conversations stop at paper choice. They should not. Customers also care about waste, process efficiency, better manufacturing choices, and how a supplier approaches sourcing and production.

Eco-friendlier practices include:

- Lower-waste production methods.
- Right-sized runs that reduce obsolete inventory.
- Recycling production scrap.
- Lower-VOC process choices.
- Sourcing standards that strengthen the story behind the final product.

How supplier practices support the story

Our sustainability approach includes examples such as LED UV-cured inks for some sign production, recycling plates, foil, and dies after use, using paper waste for energy, offering recycled-content papers, and vetting supply chains for sustainably sourced materials.

Waste Diversion in Action

- 94% of all our waste, equating to more than 1,500 tons per year at our partner Midwest facility alone is recycled.
- Company-wide recycling volumes have reached nearly 30,000 tons annually.



The Cost Conversation

A greener option may cost more upfront in some cases. But better-fit materials, less waste, longer life, or stronger sourcing proof can reduce replacement, procurement hassles, and rework.



Pro tip:

“A sustainability story is not just about the sheet of paper. It is also about working with a supplier that has stronger process discipline behind the scenes.”



REUSABLE AND LONGER-LIFE PRINT FORMATS

Reuse beats one-and-done when applicable

Sometimes the greener move is not a more recyclable product. It is a product that gets used again and again – or used in more than one way. When repeat use, multi-purpose design, or longer relevance is realistic, print can support sustainability goals while reducing waste.

Where longer-life print can make sense

- Reusable Totes and PolyWeave® Bags.
- Sign systems with replaceable graphics.
- Long-life folders and holders.
- Durable labels and name badge products that reduce replacement frequency.
- Versatile pieces, such as postcards that can work as direct mail, package or bag stuffers, and point-of-purchase counter cards.

A smarter way to reduce waste

Thoughtful print design can help extend usefulness. A piece is less likely to become obsolete quickly when variable details, short-term offers, or fast-changing information are used carefully and only where they are truly needed.

A reusable grocery tote used once a week can replace 52 disposable bags a year. The U.S. recorded nearly 135 million households in 2025, with at least one grocery shopper in each. That's a lot of bags.



Why Promote Reuse?

Reuse is not only about sturdier products. It can also come from designing printed pieces to serve multiple purposes and staying thoughtful about content that may shorten their usable life.



Familiar statements:

"Reduce, Reuse, Recycle!"

"Reduce your impact - Please Reuse!"

"This product is designed for reuse"



Pro tip:

"A greener print choice is not always about the substrate alone. Sometimes it is about creating a piece that can be used longer, used more than one way, and not become outdated too quickly."



PRINT VS. DIGITAL: A MORE HONEST CONVERSATION

Digital is not automatically greener

This conversation gets oversimplified fast. Digital has environmental impacts too, including raw material demand, device manufacturing, electricity use, and infrastructure load. The smarter question is not print or digital. It is which mix creates the least waste and the most value for the job.

The honest version

- Digital is not impact-free.
- Print is not automatically wasteful.
- The right answer depends on quantity, lifespan, audience, and material choice.



Pro tip:

“You don’t need to choose print over digital on principle. We can help you choose the smartest channel mix for the need.”

UNCTAD says digital devices, data centers, and ICT networks account for an estimated 6% – 12% of **global electricity** use.



Instead of saying,
“Print is better than digital,”

We say,
“Digital and print both have
impacts. The better choice
depends on how the message
will be used, for how long, and in
what quantity.”





WHY YOUR PRINT PARTNER MATTERS

Why your print partner matters as much as your product choice

A sustainability story is only as strong as the proof behind it. The right print partner gives you the answers you need when you ask the questions that need answers for supporting your sustainability programs with recycled products and reusable options.

Our story helps you buy with confidence and us sell to you knowing we can confidently support your organizations efforts

Because you can point to:

- ✓ **Lower-impact stock options across categories.**
- ✓ **Recycled-content options.**
- ✓ **Reusable product options.**
- ✓ **Product options with documented sourcing commitments.**
- ✓ **Manufacturing practices that support a more credible story.**
- ✓ **U.S.-made options where domestic sourcing matters.**

Domestic sourcing is on the rise. In Thomas/Xometry's 2026 outlook, 45% of companies reported faster delivery expectations – reinforcing the value of U.S.-made options for speed, stability, and supply-chain confidence.





Not:

“Trust us.”

Better:

“We help you match the right print products to your sustainability goals, with options that may include recycled content, reuse potential, recyclability, and U.S.-made sourcing – all from a manufacturing partner that takes environmental responsibility seriously.”



Pro tip:

“Our customers need more than product options. They need answers they can trust. That is why our recommendations and who our suppliers are matter.”



WE'RE HERE TO SELL YOU GREENER PRINT WITHOUT GREENWASHING

What we don't say

Sustainability claims can help a sale – or create risk. Our approach is always to make claims you can support clearly and specifically.

We don't make broad claims like:

- carbon neutral
- fully sustainable
- eco-safe
- zero waste

We do make specific, supportable claims like:

- made with recycled content
- designed for reuse
- recyclable or repulpable where accepted
- produced with lower-VOC ink technology
- sourced through a supplier with documented responsible sourcing practices



Pro tip:

"It's better for all of us if we make a precise claim that can be backed up vs. a big claim that we can't get behind."

Clear, specific claims matter. Deloitte reports that 49% of consumers are skeptical about sustainability claims, which is why precise, supportable language can be more effective than broad "eco" statements.



How to know you chose a credible partner:

- *Specific beats sweeping.*
- *Proof beats adjectives.*
- *Qualified language beats absolute language.*





A SIMPLE CHECKLIST FOR GREENER PRINT CONVERSATIONS

You do not need to be a sustainability expert. You need a short set of questions that helps you recommend better-fit print choices with confidence.

Checklist

What sustainability goal matters most here – less waste, recycled content, certified sourcing, reuse, or easier recycling?

- ✓ Is this piece short-term, long-term, or repeat use?
- ✓ Does my organization need proof for procurement or internal standards?
- ✓ Can quantity be reduced or better right-sized?
- ✓ Is recycled content enough, or does certified sourcing matter more?
- ✓ Would a durable or reusable format be smarter than a disposable one?

WHAT DOES YOUR VERTICAL SAY ABOUT SUSTAINABLE PRINT

Education and Government

often care about procurement clarity and practical waste reduction.

Healthcare

may value consistency, compliance, and right-sized quantities.

Nonprofits

often respond to responsible sourcing and visible alignment with values.

Retail and Local Businesses

may respond to packaging, signage, and practical customer-facing sustainability choices.

49% of Americans said they purchased an **environmentally friendly** product in the last month in 2025, up from 43% in 2024.





Pro tip:

"We can help you match the sustainability angle to what matters most for your customer – procurement, brand reputation, waste reduction, or day-to-day practicality."

Start here, not everywhere

If you are new to the world of sustainability, don't try to solve everything at once. Start with the easiest lever. One small first step is more useful than five ideas at once.





Print can support
sustainability goals
– when it is designed
with care, sourced with
integrity, and chosen
with purpose.