

What does it mean to be green?



Green is everywhere. You can't turn on the television, pick up a newspaper, or walk through the grocery store without encountering a message about being green. But what does it really mean to be green?



Simply put, being green is being considerate of the environment, and is just one part of the larger concept of sustainability. The Brundtland Commission defines sustainability as "development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs."



At Franklin Imaging, we embrace sustainability. We are committed to having a positive impact on the environment and society through our people and our processes. We are working internally to reduce waste, reuse materials, and recycle. Additionally we are working with our partners and suppliers to raise awareness and bring sustainable practices to the forefront of our industry.



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-The Brundtland Commission

Franklin Imaging recognizes that the most effective way to impact our environment is through the reduction of waste and energy usage at the source. We REDUCE in several areas of our business:

- Océ Equipment – We print using Océ equipment. Océ printing equipment is sustainably designed, by reusing metal, steel and other parts. Océ systems are upgradeable, reducing technological obsolescence. These machines have lower energy consumption and emissions, reduced paper waste, and are able to print on recycled paper.
- Comprehensive Document Management – We use state-of-the-art document management technology from Adenium Systems, including an online planroom that allows you to store, view, and distribute an entire set of documents digitally and print only what you really need.
- Quality Control Processes – By working with documents digitally and running a check set of each job, we reduce printing mistakes and their associated waste.
- Delivery Processes – We have implemented strategies that streamline the delivery process, resulting in more efficient use of our delivery fleet and reduced fuel usage and CO2 emissions.
- Recycled Paper Products – We offer a selection of recycled products, including wide format and small format bond paper.

Another important tool in controlling our environmental impact is reusing what materials we can. Items that we REUSE include:

- Bid Sets – When plans and specifications are returned to us at the end of the bidding process, we check the sets, repair them as needed, and give them back out to the winning bidders, rather than printing new sets.
- Packaging – The packaging from our in-house supplies (boxes, bags, tubes, Styrofoam, etc.) are reused to package items shipped and delivered from our facility.

We have a comprehensive recycling program in place at Franklin Imaging. Our efforts to RECYCLE include:

- Paper Product Recycling
- Ink Cartridge Recycling – internally, and for our customers
- Toner Bottle Recycling



Because of our continuing commitment to operate our company in a sustainable way, we have been named a Green Spot business.
www.columbusgreenspot.org



As a ReproMAX partner, Franklin Imaging is part of the largest, strongest and most advanced international network of reprographic companies in the world. ReproMAX has joined the U.S. Green Building Council (USGBC), an organization aimed at transforming the built environment to advance buildings that are environmentally responsible, profitable and healthy places to live and work.



For questions or comments, contact

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