



Reduce your carbon footprint. **Print green.**




Printing green. **Dynagraf leads the way.**

Welcome to Dynagraf, Inc. We are a full-service high-end, high volume, environmentally conscientious commercial printer in Canton, Massachusetts offering a broad selection of capabilities and services. Founded by Bill and Gerald Roche and their father, William Roche, Sr., in 1973, the company is still family-owned and operated and now has over 100 employees.

Dynagraf is a recognized G7 Master printer with a national reputation for being color-critical. Our goal is to exceed our customers' expectations by delivering top quality finished products in a short timeframe and at competitive prices while promoting the health of the natural world around us. Every employee in our company is focused on treating our customers' projects as mission critical and treating our environment with the utmost care.

With our dedication to the customer, our focus on producing an excellent finished product and our goal of doing all we can to protect the earth's environment, we have earned the respect and business of many leading companies in the financial, automotive, education, fashion and advertising industries.

When you choose Dynagraf as your printer, you not only get the highest quality finished products and extraordinary customer service, you take a big step toward becoming a partner in protecting the environment as well. 🍃

A photograph of a child's arms and hands hugging a tree trunk. The child's hands are pressed against the rough, textured bark of the tree. The background is a soft-focus green, suggesting a grassy field or forest floor. The text is overlaid on the upper left portion of the image.

THE MEDIA ARE PRESENTING
GREEN AS THE NEW BLACK,
WHICH IS FINE, BUT WHAT WE ARE
TALKING ABOUT IS A CULTURAL
CHANGE THAT COMES ABOUT AS
A RESULT OF DEEP REFLECTION
ABOUT VALUES, COMMUNITY,
AND IDENTITY.

Paul Hawken , Author, Environmentalist, Entrepreneur

Choose a green printer. **Help protect the earth.**

Did you know your choice of printer can have an impact on the environment? As a leader in the green printing initiative, Dynagraf makes it easier to reduce your carbon footprint by working harder to reduce ours.

Your corporate carbon footprint is the measure of the greenhouse gases your company produces. Greenhouse gases, mostly made up of carbon dioxide, are thought to be one of the major causes of global warming. Your company releases greenhouse gases into the environment through the normal operations of business: heating, cooling, manufacturing, transporting and other common business processes.

But your carbon footprint is also increased or decreased by the work you hire others to do for you, like printing. The printing process has traditionally not been very environmentally friendly—large amounts of forests have been consumed for paper and printing inks have used chemicals that are harmful to the environment.

At Dynagraf, we have taken a leading role in changing the way printing impacts the environment. We have reduced our carbon footprint significantly by using FSC certified recycled paper, environmentally friendly inks, and renewable energy, while still delivering work of remarkable excellence.

When you choose Dynagraf as your printer you will immediately reduce your carbon footprint, and it will continue to shrink as we work diligently to reduce our own footprint. 🌱

What does **printing green** really mean?

Recycled paper to save forests and reduce landfill

It's a pretty simple equation, really. By printing on recycled paper we can minimize the the harvesting of trees for paper products and reduce landfill by reusing waste paper.

At Dynagraf, we are FSC certified, demonstrating our commitment to responsible forestry. We urge our clients to use recycled paper that is FSC Certified for their printed jobs.

In the past, recycled paper carried a higher price tag than virgin fiber paper. But strong demand for financially responsible alternatives has helped to drive down the cost of recycled paper. Today recycled paper is no more costly than virgin fiber and comes in a wide assortment of sizes, shades and finishes.

Through Dynagraf's recycling efforts in 2007, we were solely responsible for preserving 29,350 trees and saving 138,967 cubic feet of landfill space.

Low VOC inks to protect the ozone

Printer's ink is not exactly kind to nature. The processing of traditional inks during printing releases volatile organic compounds into the atmosphere, harming the ozone layer and contributing to global warming.

At Dynagraf, we use innovative inks that promote a healthy environment while providing an excellent product. And Dynagraf's in-house ink lab, Ink Systems, Inc., has developed Dynagreen™ ink, a VOC-free ink made of renewable plant oil and resins.

Renewable energy to keep the planet clean

Wind power, solar energy, hydropower—these sources of renewable energy are gifts from nature and can provide power that does not harm the environment. At Dynagraf we have taken a leading role in using renewable energy in the printing process.

We are working toward powering our presses and operations with 100% renewable energy. And we purchase green certificates that certify our funds are used to invest in the future of the renewable energy supply. 🌱



TRULY 'GREEN' PROJECTS ARE
NOT ONLY GOOD FOR OUR
ENVIRONMENT AND OUR
COMMUNITIES BUT THEY MAKE
GOOD BUSINESS SENSE
AND GENERATED INCREASED
ECONOMIC OPPORTUNITY.

Joe Van Bellegham, *President, BuildGreen Developments, Ottawa, Ontario, Canada*



Green logos to overlay image

To be sure it's green, **check the logo.**

Checking the logo helps you to choose paper and processes that are more environmentally friendly. Dynagraf values the certification behind the logo and we always check the labels on the products we use in our processes.

Actions speak louder than words and certification is action—it proves the validity of a company's claims. Dynagraf is certified by the following organizations and/or support the use of the following labeled products.

1. THE FOREST STEWARDSHIP COUNCIL CERTIFICATION—The Forest Stewardship Council (FSC) is an international non-profit organization that promotes responsible management of the world's forests. This independent organization provides certification to forests that are managed in an environmentally appropriate, socially beneficial and economically viable manner, where trees are grown specifically to be used for paper and are continuously replenished.

When the FSC logo appears on a product, it means the fiber used to produce the paper has been harvested from a well-managed forest and contains a minimum of 30% FSC virgin fiber and 70 percent FSC fiber created from consumer wastes.

When you purchase and print on FSC Certified paper and print products, you help eliminate habitat destruction, water pollution and the violence and displacement of indigenous peoples and animals that are often part of the logging process.

2. RECYCLED LOGO—This logo indicates a paper product contains recovered fiber from pre-or post-consumer sources or both. This label can be misleading though as paper with this label may contain only a small amount of recycled fiber.

3. GREEN-E ENERGY—*Green-e* is the nation's leading independent consumer protection program for the sale of renewable energy and greenhouse gas reductions in the retail market. *Green-e* offers certification and verification of renewable energy and greenhouse gas mitigation products.

4. WINDFARM—This is the logo of the _____ Windfarm and certifies that renewable energy certificates have gone toward the purchase of windpower from _____ windfarm.

5. CERTIFIED G7 MASTER PRINTER—This logo indicates a printer has been trained to print in the new G7 methodology, and can produce a press sheet to GRACoL aims within acceptable tolerances. This means the printer uses the most modern technology, techniques and process controls and standards required to produce high-quality commercial printing. In relation to the environment, G7 Master printers can provide faster make-ready times, thereby reducing paper use.

6. DYNAGREEN INK™—*Dynagreen Ink* was created by Dynagraf's in-house ink lab, Ink Systems, Inc. It is a plant based ink and is free of volatile organic compounds (VOCs), including solvents, that can harm the environment during the printing process. 

How we reduce our carbon footprint—and yours

When it comes to protecting the environment, little things can really add up. Here are some additional innovative ways Dynagraf works to stop the depletion of our planet's limited resources.

RE-CYCLE

We ship our used printing plates off-site to be recycled.
We shred and return wastepaper to be used as a commodity in the recycling market.

RE-DO

We have installed new energy-efficient lighting in our offices and plant that reduces our energy consumption by ____%.

RE-PLACE

We are working to curtail the use of plastic drinking bottles at our workplace, using coolers instead to save landfill space.

RE-THINK

We encourage the use of carpooling, bicycling and allow work from home offices when possible to cut back on the use of fuel.

RE-GENERATE

We use a Thermal Regenerative Oxidizing process to burn off 99.76% of VOCs contained in conventional inks used in our web presses, continuing to encourage the use of VOC-free Dynagreen™ ink when possible.

RE-TRAIN

All Dynagraf employees are trained in methods and procedures that are environmentally friendly. Our employees care and are willing to make sacrifices to protect our planet.

Summary statement to go here. 🌱

"INCREASINGLY, COMPANIES ARE LOOKING TO DO THE RIGHT THING WHEN IT COMES TO THE ENVIRONMENT. DYNAGRAF HAS ALWAYS WORKED TO PROVIDE THE MOST PROGRESSIVE PRINT SOLUTIONS." **BILL ROCHE**, President, *Dynagraf, Inc.*