

What you can do today

Participate in the healthy printing network by sending us an email that you are interested to join. In return, you will receive a network application form.

If you are a customer for printed paper;

- » We have a list of questions to ask your printers, to help them identify areas for improvement. You can send our questions to your printer, then send us their reply.
- » If they want to know more, we'll send them information about ink and coatings suppliers on the way to being healthy.

If you are a printer or ink or coatings supplier;

- » Participate in the suppliers cluster by filling in the application form you will receive.
- » Use the network to learn more about state-of-the-art.
- » Use the alliance to grow your business with healthy printing offers to keep existing customers and be more competitive in acquiring new ones. Examples of this are working in the marketplace today.

What are your obligations?

Today;

The first thing costs nothing. Send us a message that you would like to join the network and you will receive an application form. It will give us a picture of how many participants from which sectors want to be part of it.

After the alliance is established;

You will be asked to;

- » Contribute to creating and adopting the healthy printing charter.
- » Participate in periodic gatherings to benefit from information sharing.
- » Be part of determining the direction of the alliance.

Welcome to the alliance!

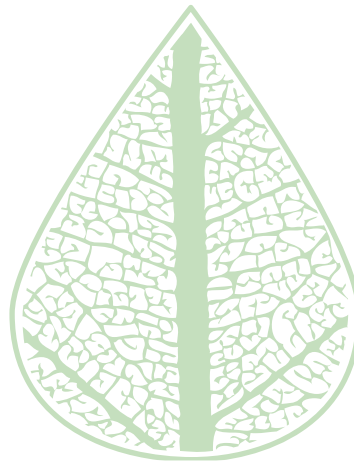
Who is participating?

The DOEN Foundation and EPEA are the founding partners. As well more than 25 companies are working with EPEA to optimise paper, printing and coatings, and they are being approached to co-develop the initiative.



How much will it cost?

Due to generous support by the DOEN Foundation and EPEA customers, there is no financial obligation to participate in the alliance at an entry level. In future, the aim is to develop projects that each participant contributes to where they receive a defined benefit. Creating those is part of the process.



For more information
and to ask for an application form, contact;

Katja Hansen, Healthy Printing Coordinator
hansen@epea.com



Healthy printing!

Our mission.

Printing that is healthy for people,
the economy and the environment.

Our goals.

Scale up healthy printing by
developing a library of best practices.

Scale up best practices through a
stakeholders network of at least
40 organisations across the cycle.



printing for
packaging



printing to
improve
recycling



printing for
publishing

Why do it?

Everyone benefits from printed paper. It is in our packaging, publications, photographs, homes and offices. Printing was an educational tool for the industrial revolution, and digital printing is driving 'industry 4.0'. Coatings and inks are a small fraction of printed paper by weight but affect 100% of the product and recycling.

Printing associations and regulators have standards for safer printing, but these could be improved;

- » Studies show that some hygienic paper designed for skin contact contains contaminants from printing.
- » Printing inks that are non-toxic are often non-biocompatible. Millions of tonnes of de-inking sludge contain substances that make disposal more expensive during recycling. Valuable resources are lost.
- » Regulators and the ink industry have safer printing standards, but packaging is still often contaminated by mineral oil residues from printing, due to implementation barriers and lack of harmonisation.

Cleaner printing is available and can be scaled up economically by improving links between buyers and suppliers. That's our aim.

Why is this alliance special?

Surprisingly few initiatives are dedicated to scaling up healthy printing.

- » There is presently no mechanism for buyers to combine their efforts to buy healthy printing products. Our alliance is establishing that.
- » There is no way for suppliers of healthy printing substances to reach groups of progressive buyers to establish economy of scale. Our network is establishing that.

There are good standards for non-toxic printing but these can be improved with, for example, positive lists of chemicals. Our initiative is establishing those.

Phase 1

Get everybody together

A healthy printing network will link customers, suppliers, printers, packagers, publishers and associations to;

- » Accelerate best practices through a printing supplier cluster.
- » Accelerate demand for healthy printing through progressive buyers.
- » Connect with NGOs and governments to encourage wide-scale adoption and support.



The alliance will identify and scale up;

- » Quality assurance for cleaner ingredients.
- » Sharing innovations while protecting IP, especially for SMEs.
- » If feasible, technologies for tracking & extracting healthier printed materials from waste streams and separating printed materials into cleaner streams.

To start, the institute EPEA is supporting the network by connecting partners to scale up safer printing substances, and the DOEN Foundation is looking at the potential for scaling up innovations with its own printers.

Phase 2 Scale-Up

After the clusters, network and library are established, the plan is to;

- » Provide printers & suppliers with access to best practices from the library, based on a quality assurance agreement.
- » Scale up the alliance through a host organisation.

How to describe 'healthy' printing?

In many cases healthy printing is a goal, not a fact. You don't have to be perfect to participate! The aims are;

- » The product can be safely recycled, and is otherwise safe for biological degradation and returning to the soil.
- » Sludge generated during its recycling is a safe resource for other uses.
- » Water quality standards are not jeopardised and waste water treatment during recycling is not hampered.
- » Products go beyond regulatory compliance, are safe to use and re-use according to the highest standards, and don't contaminate people, food, air, water or soil.

Healthy printing is good business.

- » Paper that contains safer printing residues is more economical to process. It is recyclable, compostable and economical as a resource for its next use.
- » Printing substances that are safe make it more economical for fibres and their residues to be resources for their next use. Paper fibres can be re-used many times before being returned to the environment as nutrients, fuel or resources.
- » Recycling becomes more competitive and protects the people who handle printed paper and packaging.

Is healthy printing here today?

Today, some printing substances could be classified as healthy but need to be identified and scaled up. Other substances have a way to go. Healthy printing is something to aim for in a measurable roadmap.

Our aim is to implement healthy printing with buyers and suppliers through a Healthy Printing Charter and measurable roadmaps.