

# SELECT COMMENTS

## The Impact Of Environment Matters On Your Design and Purchasing Decisions?

I spec FSC, windpower, carbon neutral, soy-based inks and recycled papers alot. We are a very "green-oriented" company. Even if the customer does not specifically request these printing attributes, we offer them as a value-added option.  
— Brendan O'Hara, Grossman Marketing, MA

Environmental issues are very important. I tend to focus on the broader issues of designing for sustainability, but also make sure to order specific products for my design projects. Fortunately, many of my clients share my views on environmental responsibility. However, sometimes it is difficult to get them to part with a little extra money to stay as "green" as possible.  
— DAVID GALLO, Weapons of Mass Design, Seattle WA

Our university has made a commitment to reducing our impact on the environment. Our department reflects on each project to determine our role in the green movement. When we hosted the Town Hall Presidential Debate between Barack Obama and John McCain, we made an effort to use all recycled materials and even used seed paper. Our printed press kits were replaced by interactive kits provided on flash drives. After the debate, our Commemorative piece was printed on FSC paper with FSC-certified inks.  
— APRIL LYONS, Belmont University, TN

Environmental issues typically take a back seat to affordability; particularly with more companies watching their bottom line closely during difficult economic times. We recommend "green" products and production whenever possible and, in particular, when enviro-friendly elements fit into the promotional message and can be emphasized.  
— CHRIS SCHWEITZER, Creative Design Solutions OH

As long as the quality of the final product is not affected or compromised, I always like to go the environmentally-friendly route.  
— Jeremie Ourlin, MN

The decisionmaking process to "go green" with a project is primarily driven by my personal beliefs, and then the appropriateness of the effort to the product or brand. The opinion of my boss and our sense of whether there is consumer demand for it are also factors in the decision.  
— CAROL MCLUCKIE  
Justrite Manufacturing, Des Plaines IL

