

Smarter, **GREENER**



Printing and Mail

SPECTRUM IS NOW FULLY **FSC® CERTIFIED**

Get to the Root of the Problem

Be Selective! Request paper stocks that are FSC certified and/or are post consumer content recycled.

Reduce Waste! Avoid chemical finishing such as a varnish or aqueous and glossy coatings.

Use More To Consume Less! Maximize your finished product size to reduce the amount of trimmed paper waste.

Save Resources! Lower the thickness of paper to use fewer fibers per sheet.

The Right Bright! Reduce design brightness to use less bleach and chemicals in the pulping process.

Know Your Needs! Plan ahead by knowing the quantity of pieces needed for your project.

Eliminate The Unnecessary! Clean your database mailing lists by purging outdated and duplicate home records using national change of address registry software.

Please join Spectrum's initiatives by complying with the highest social and environmental standards on the market!



SPECTRUM
MARKETING COMPANIES

95 Eddy Rd., Suite 101, Manchester, NH 03102
spectrummarketing.com
Toll Free: 866.434.6245 or 603.627.0042



The mark of
responsible forestry



PRINTED ON
POST-CONSUMER CONTENT

Be a part of the solution!