

# Hope Health's Commitment to Planet Earth

## Part #1: Involve Readers

Our publications include articles that are healthy for the earth, as well as for people. Millions of people read our publications each month. Lifestyles have a huge impact on the environment. By making changes in our life that improve health, we're also making changes that are good for the planet.

Here are a few examples:

### Healthy People = A Healthy Environment:

When we ride our bikes or walk as a form of transportation, we're using far less fuel. When we grow our own vegetables in a garden, it's superior nutrition, great exercise and helps to reduce the use of fertilizers and pesticides. These lifestyle changes can also dramatically improve peoples' health and longevity.

**Good Content = Good Environmental Practices:** You'll find articles that, for instance, give people ideas on how to use fresh water carefully and efficiently. Our content might also provide tips on how to safely dispose of prescription drugs and other household materials or offer suggestions on how to get kids involved in recycling household products. We never forget our animal friends, either, a fact proven by material that highlights the value animals add to our lives and how to treat them with respect and kindness.

**Pass Along Readership = Recycling:** The easy-to-read and relevant information in Hope Health products results in our publications being read by more than just one person. Pass along readership means we're not only recycling material, but also information and ideas that can improve peoples'

lives. All readers are encouraged to put the publication in a recycle bin when done or save in a binder to build a library for future reference.

The editorial make-up of Hope Health publications and content is holistic in nature, encompassing mind, body, spirit, and environment.

When you find these logos on Hope products, here is what they mean:



Printed with  
soybean ink



Please recycle  
85% total recycled fiber

## Part #2: Print Production

We demand our production processes be environmentally responsible, and will only employ those print production facilities that commit to environmental protections that are extensive, verifiable, and current in the following areas:

■ **Paper:** The origination of wood and pulp commodities used in the production of our paper shall come from legal, reliable, and renewable sources in North America. Sources located in the rain forest or from questionable suppliers shall not be used in producing Hope Health publications. The majority of Hope Health products are printed on 85% recovered, recycled stock, with 15% virgin fiber from controlled forests.

■ **Inks:** All inks used in Hope Health production shall be soy compliant.



■ **Certifications:** Forest Stewardship Council (FSC) certified paper is available upon request, at an additional fee. The majority of our printers also hold a Michigan Great Printer designation. This designation demonstrates a commitment to reduce pollution. To become a Great Printer, a printer must pledge to comply with current environmental regulations, establish a written environmental policy for its business, implement multiple pollution prevention goals biennially and report on goal accomplishments.



■ **Waste By-Products:** Our production process utilizes computer-to-plate (CTP) technology. CTP equipment allows for constant regeneration of chemicals and greatly reduces chemical usage. Pre-sensitized aqueous plates are used, which reduces chemical by-products. Waste papers, including all office paper, unprinted white paper, roll headers and wrappers, printed waste, fiber cores, and cardboard, are collected and shipped to a paper and fiber recycler.

#### ■ **Recycle, Reuse, Reduce Manufacturing Practices**

- Unused or expired print materials are recycled.
- Skids and pallets are used until spent, at which point they are sent back to the skid manufacturer who recycles them back into new skids or skid tops.
- Steel strapping/poly strapping is not used. However, when it appears on incoming skids it is sent to a recycler. Poly strapping causes no waste since the strapping material is melted at the joint.
- Aluminum press blanket bars are cut from used blanket materials, collected and recycled.

- Used printing plates are recycled at a metal recycler.
- Spent lubrication oils and soakers are collected and re-refined by an industrial waste handler.
- Ink packaging, buckets/pails and cartridges are sent back to ink suppliers where they are reused. Ink cartridges and laser printer cartridges are donated to various non-profit organizations.

■ **The following substances are recycled and used in electrical generation:** Automated blanket and roller wash systems regenerate the Web and Sheet Fed Spent Solvent. Contaminants in the solvent are removed and used as an alternative fuel source for electric generation.

Waste aqueous coatings are collected in drums, picked up by an industrial waste handler and used as an alternative fuel source.

Waste web and sheet-fed ink, such as process colors, varnishes, PMS, metallics, dulls, etc., are collected in drums, picked up by an industrial waste handler and used as an alternative fuel source.

Each press has a closed loop filter and regenerating system for press fountain solution. By-products from the filtering process are used as a recyclable fuel source.

■ **Water recycling:** Water for print production is pumped from local wells, where it is filtered and stabilized via a reverse osmosis (RO) system. This stabilized water is used in a closed loop system, which means it never comes in contact with any chemicals; the water is returned to a geothermal loop that is used to heat or cool the manufacturing facility.



### Part #3:

## Electronic Production & Web Content

- Hope Health publications are available in electronic formats for organizations that are capable of generating readership in this medium. The key to successful electronic publishing is to produce content that is easy-to-read, brief, and easy to link from with clear action steps. In most cases, Hope Health electronic media can be read online easily without the need to print the material.
- Important content on how to communicate with employees, patients, members and others is produced (for managers) in the form of eNewsletters, free PDF reports, podcasts, videos and new electronic media as it becomes available.
- Hope Health extensively tests its marketing effectiveness used in all media to ensure only qualified people are receiving print promotions. Mailings are kept to a minimum and are highly targeted.
- Our Website strategy utilizes high level Search Engine Optimization (SEO) tactics to reduce and eliminate the need to rely on mail and print to communicate with clients, colleagues and others.

### Part #4:

## Tree Planning & Carbon Dioxide Reduction

Hope Health is a sponsor of *Trees for the Future*. Since 1989, *Trees for the Future* has been helping communities around the world plant trees. Through seed distribution, agro forestry training and our country programs, we have empowered rural groups to restore tree cover to their lands. Planting trees protects the environment and helps to preserve livelihoods and cultures for generations. To learn more about *Trees for the Future*, visit [treesfff.org](http://treesfff.org)

