

A man with dark hair, a beard, and glasses is smiling broadly with wide eyes. He is wearing a light blue V-neck sweater over a white collared shirt and a black bow tie. The background is a wall with repeating floral wallpaper. The text 'I PROMOTE SUSTAINABILITY DO YOU?' is overlaid on the right side of the image.

**I PROMOTE  
SUSTAINABILITY  
DO YOU?**

# AN INTRODUCTION TO SUSTAINABLE POSTCARDS

*Sustainable Postcards* are a cost effective way to promote your sustainable products and services to people who really care about our environment.

Every month we print and distribute thousands of free *Sustainable Postcards* to cafes, vegetarian restaurants, health food shops, natural health centres, alternative therapy clinics and organic, ethical and environmental outlets throughout Melbourne.

All postcards are printed on 100% post-consumer recycled paper, using vegetable based inks and clean green printing processes.

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*Sustainable Postcards* is a PrintTogether initiative. For more information on environmentally friendly printing and graphic design, visit: [www.printtogether.com.au](http://www.printtogether.com.au)



## HOW IT CAME ABOUT

PrintTogether exhibited at this year's Sustainable Living Festival, in February 2008 at Federation Square, Melbourne. Throughout the weekend we offered information and advice on environmentally friendly printing and design. We also had a wall of free sustainable postcards from a variety of environmentally responsible and ethical businesses.

The idea was to promote sustainable living through a series of postcards printed on 100% post-consumer recycled paper, using vegetable based inks and clean printing processes.

The weekend was a huge success with over 72,000 postcards being given out to visitors. People were happy to take free postcards to send to friends to help spread the word about sustainable living.

### Launch of Sustainable Postcards

Following on from the feedback we received at the Sustainable Living Festival, PrintTogether launched a new initiative - 'Sustainable Postcards' - in Melbourne, on World Environment Day: 5th June 2008.

## ABOUT PRINTTOGETHER

We believe that in all walks of life (printing included), there should be environmentally friendly options that are neither more expensive, nor less convenient than the alternatives. Where all else is equal, we believe that people will readily choose the environmental option. For us, this is common sense.

Our aim is to offer high quality lithographic printing that is not only more environmentally friendly, but also convenient and affordable.

We exclusively use quality recycled paper: if it's not recycled we don't touch it. The same applies to processes and finishes. For example, items such as laminates, metallic inks and spot UVs, that cannot be recycled and would end up in landfill are simply not used.

We are also the first and only printing business in Australia to offer collective green printing. By using the press in the most efficient way, we lessen the environmental impact of your printed materials even further, reducing the printing plates, paper, ink, energy and water required for each job. This in turn saves money, and we pass the saving on to our customers. Special offers for collective green printing are on our website.

For more information or advice on quality recycled paper stocks, chemical free materials and clean green printing processes, visit our website [www.printtogether.com.au](http://www.printtogether.com.au), call us on **1300 136 204** or drop us a line at [mail@printtogether.com.au](mailto:mail@printtogether.com.au)

## PRINT QUANTITIES

We offer a choice of quantities from 1,000 to 10,000+. For each, half are distributed to outlets throughout Melbourne and the remaining are delivered to businesses for their own personal use. This allows businesses to get the best value out of their *Sustainable Postcard*. **Prices start from as little as \$0.21 per card. Contact us for full details.**

## KEY DATES FOR 2008

Sustainable Postcards are distributed once every four weeks. Below are key dates for 2008.

Month	Artwork deadline	Distribution date
June	Thursday 22nd May	Monday 2nd June
July	Thursday 26th June	Monday 7th July
August	Thursday 24th July	Monday 4th August
September	Thursday 21st August	Monday 1st September
October	Thursday 18th September	Monday 29th September
November	Thursday 16th October	Monday 27th October
December	Thursday 13th November	Monday 24th November

## TESTIMONIALS

*PrintTogether provided some swift and eco friendly printing solutions during the busy 2007 Federal Election period. I found their service reliable – meeting tight deadlines – and informed about the range of recycled paper stocks and vegetable inks etc available.*

**Sarah Wintle, Communications Adviser  
The Australian Conservation Foundation (ACF)**

*Over the past 18 months we have worked with PrintTogether on a range of graphic design and printing jobs from postcard design and printing to advert design. We have found them to be prompt, reasonably priced with all jobs delivered on time, even when working on quick deadlines. We even recommend them to our clients.*

**Donna Luckman, Publications Manager  
Alternative Technology Association (ATA)**

*Greenfleet have used PrintTogether for a range of printing and design projects. They have offered us advice on the most environmentally friendly materials and processes and always give exceptional results and service.*

**Virginia Simpson, Relationships Manager  
Greenfleet**

# ABOUT THE PAPER AND PRINTING

## Paper

We use only the most environmentally responsible papers. *Sustainable Postcards* are printed on EcoStar - a high quality bright white 100% post-consumer recycled paper stock. Samples available on request.

**EcoStar** (Uncoated)

<b>Origin:</b>	France
<b>Pulp contents:</b>	100% Post consumer waste
<b>Bleaching process:</b>	Process Chlorine Free (PCF)
<b>Environmental certification:</b>	FSC, ISO 14001
<b>Benefit:</b>	The whitest recycled uncoated paper made from 100% post consumer waste

## Inks

The inks we use are vegetable based instead of petroleum based. The base liquid contains a variety of vegetable oils including corn, walnut, coconut, linseed, canola and soy-bean oils. Some advantages to using vegetable based oils, from both an environmental and technical design perspective, include:

- Vegetable oil is a renewable resource, so finite petroleum supplies can be conserved.
- VOC emissions are reduced from >30% to as low as 2 - 4%.
- The printing press can be cleaned with a water-based cleaner, replacing a high solvent cleaner and further reducing VOC emissions.
- The printed product is easier to de-ink in the recycling process and results in a less hazardous sludge.

## Printing processes

For the production process:

- We will be using computer to plate technology (CTP) which removes the process of making plastic films.
- Printing plates are made using a chemical free process.
- Energy used is from a green supplier.
- All waste materials are recycled including; paper off-cuts, paper wrapping and used plates. Cloths used for cleaning the press are washed and reused.

For more details visit: [www.printtogether.com.au](http://www.printtogether.com.au)

## Carbon offset

Since 1997, Greenfleet has planted almost three million trees on behalf of Australian motorists and businesses. These trees will form permanent forests and will create an investment in rural Australia for future generations.

PrintTogether plant one tree in Australia through Greenfleet for every order we receive. This helps to offset emissions from our print production as well as from transport of paper and printed items, and distribution of *Sustainable Postcards* to our outlets.

For more details visit: [www.greenfleet.com.au](http://www.greenfleet.com.au)

# ARTWORK SPECIFICATIONS

- Actual size:** 150mm wide x 100mm high.
- Bleed:** Please allow 5mm bleed.
- Colours:** CMYK (front artwork).
- Image resolution:** 300dpi.
- Fonts:** Embed into PDF.
- File format:** Please supply 'Press Ready' PDF.

## Supplying artwork:

We require PDFs to process artwork direct from computer to plate (CTP). Please contact us if you need assistance creating PDFs. Artwork up to 8mb can be emailed directly to [design@printtogether.com.au](mailto:design@printtogether.com.au)

Please contact Calan Stanley on 03 9670 4730 to arrange delivery of artwork larger than 8mb.

**Note to designers:** Only the top 50mm of each postcard can be seen when on display. Please consider this when designing the front of your postcard.

## Postcard reverse:

The back of Sustainable Postcards are printed in black. PrintTogether set the artwork for the back of each postcard. Email the text required to [design@printtogether.com.au](mailto:design@printtogether.com.au) PDF proofs will be supplied for sign off prior to printing.

## Don't know what we are talking about?

Please contact Calan Stanley on 03 9670 4730 to discuss your artwork requirements.

affix  
stamp  
here

SAMPLE



Printed on 100% post-consumer recycled paper, using vegetable based inks, by PrintTogether. [www.printtogether.com.au](http://www.printtogether.com.au)