

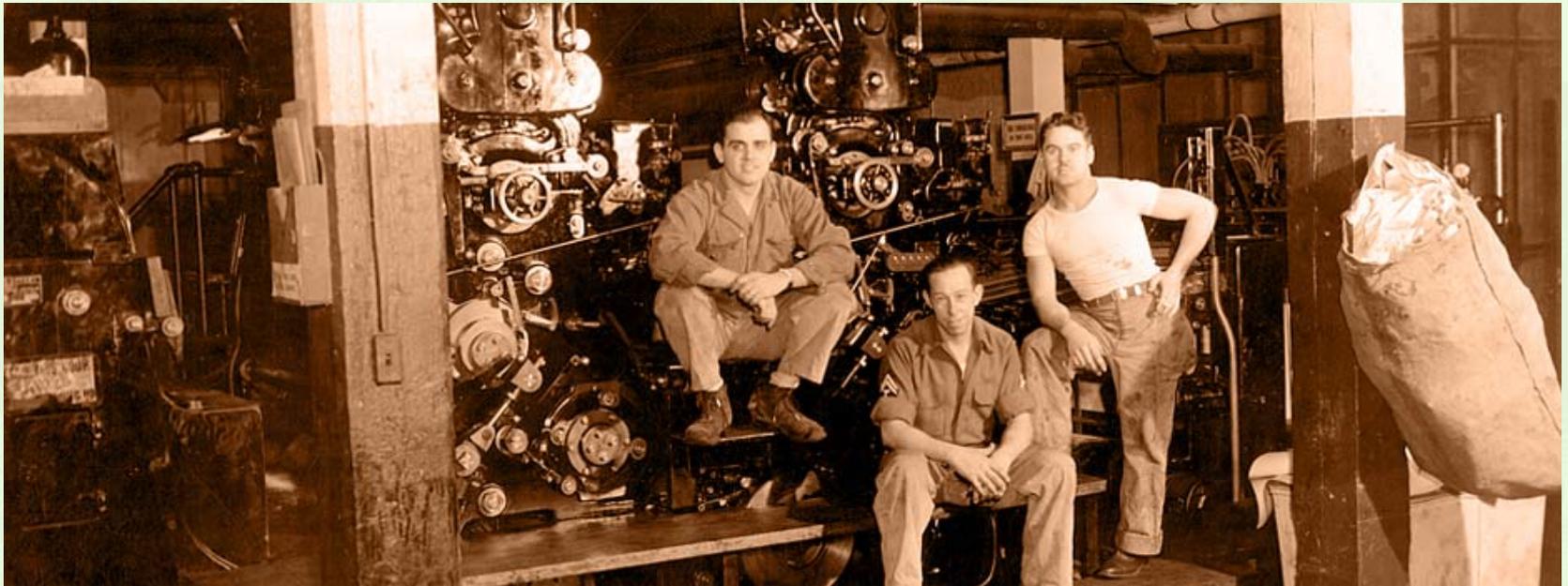
spirit
graphics
and printing, inc.
Family owned and operated since 1983

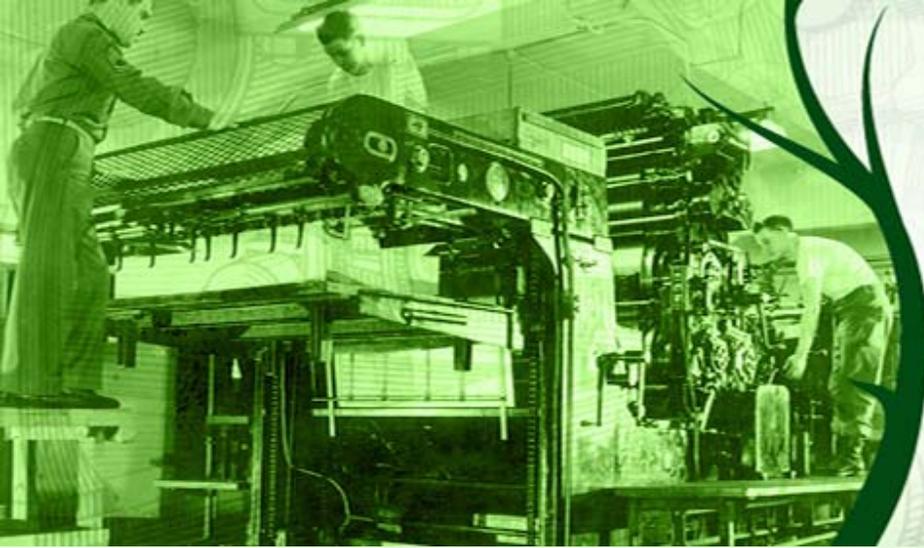
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Our History...

Grandpa Martin Joyce
Circa 1947 US Army. Far right





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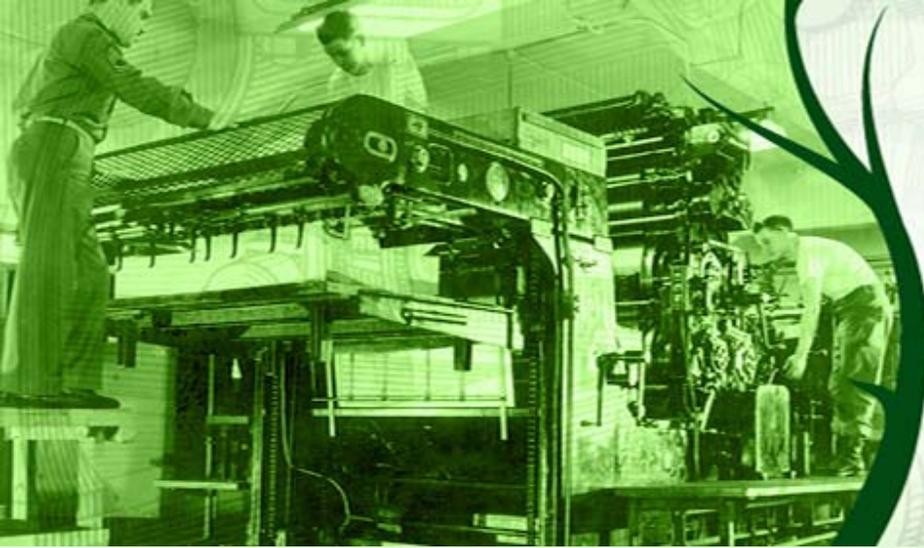


Spirit Graphics & Printing Inc.

Founded in 1983 by Barbara Ackerman, daughter of Martin Joyce.



Barbara started printing in 1959.



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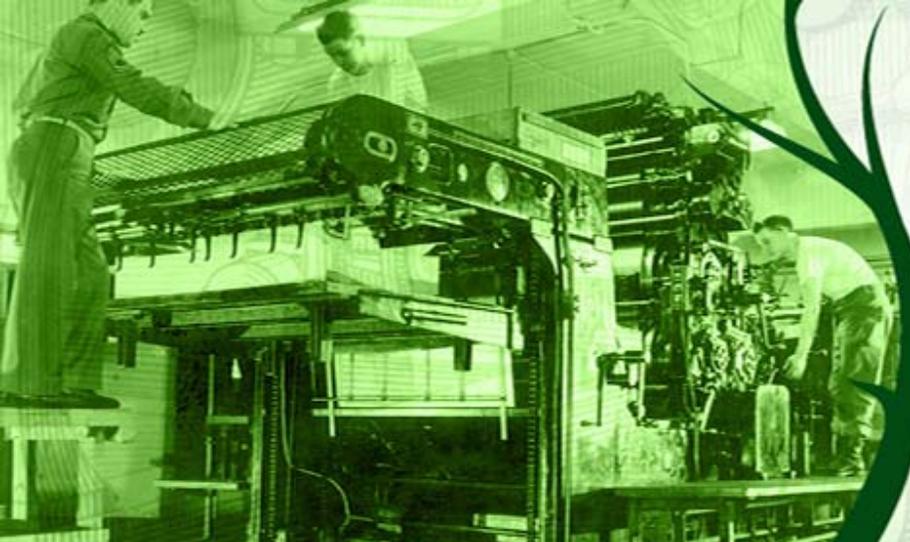
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Problems in the Print Industry

- VOC's (Volatile organic Compounds)
- Paper--Where does it come from and how is it manufactured
- Chlorine
- Water
- Ink
- Commuting
- Facility
- Energy
- Informing clients and potential clients
- Recycling
- Waste that cant be thrown in the trash





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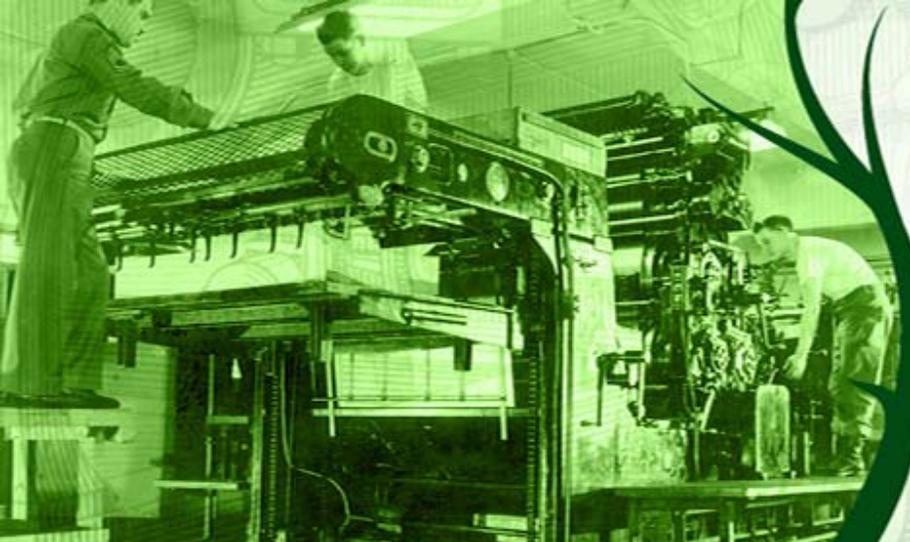
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Some of our Solutions

- Switched to all conforming rules concerning VOC's in all our press washes.
- Became FSC, SFI, and PEFC certified
- Best paper choices. FSC, SFI, recycled content and properly managed. PCF (processed chlorine free.)
- Replaced processors that used chemical baths and water baths. FILM-PLATE- and PROOF processors. New computer to plate process free technology.
- Produce distilled water on site. Instead of trucking it in.
- Switched to all NO and Low VOC inks. Low being 1 to 3%.





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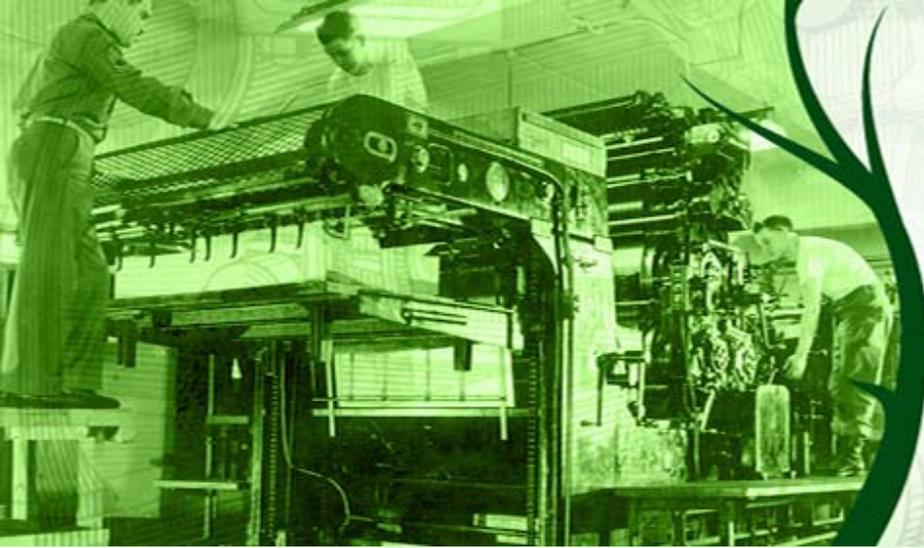
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Some of our Solutions...

- Moved facility to where employees and principles live. (most not all)
- Saved approximately 60,000lbs of carbon. (3degrees)
- Building was purchased new and was built in the city of Chula Vista. Came standard with many greener features like T-5 lighting low flush toilets. Use proper trees and low water using plants in landscaping. Built in recycling.
- Purchase wind energy rec's for our facilities annual electricity used. (3geegrees)
- Educate and inform clients. CREATE THE "sustainable" BRAND.
- Recycle all high grade aluminum plates and paper waste. paper waste is anywhere from 90 to 98%.
- Cannot be thrown away is disposed of properly at Clean Harbors. (ink skin-batteries-old fax machines-computers...)





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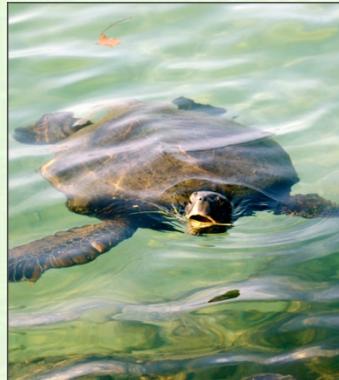
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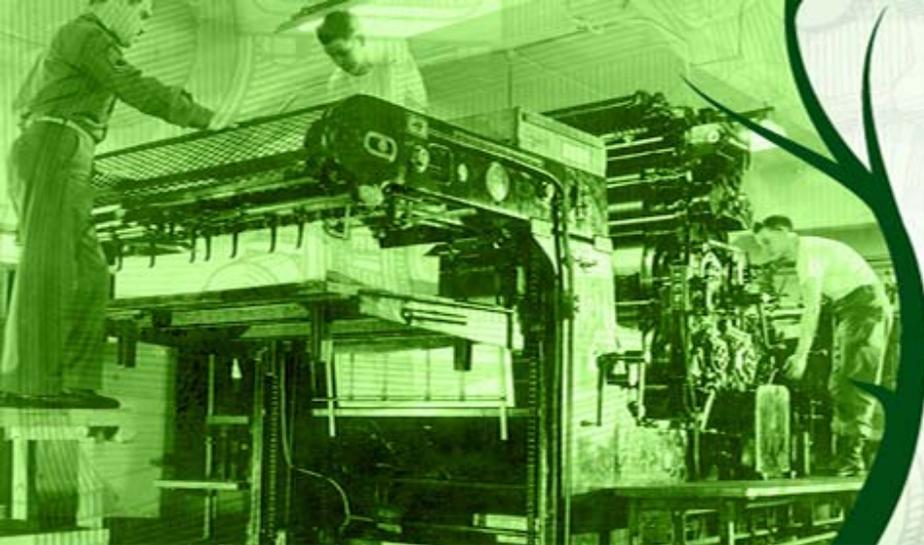
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Why...

- Our Environment
- Client Retention
- Open up new marketing avenues to reach larger more responsible market.
- Bring more value to “The Brand” by properly translating back what we do for the client and the environment.
- The more responsible we all are - the less harm we all do the better off we all become.





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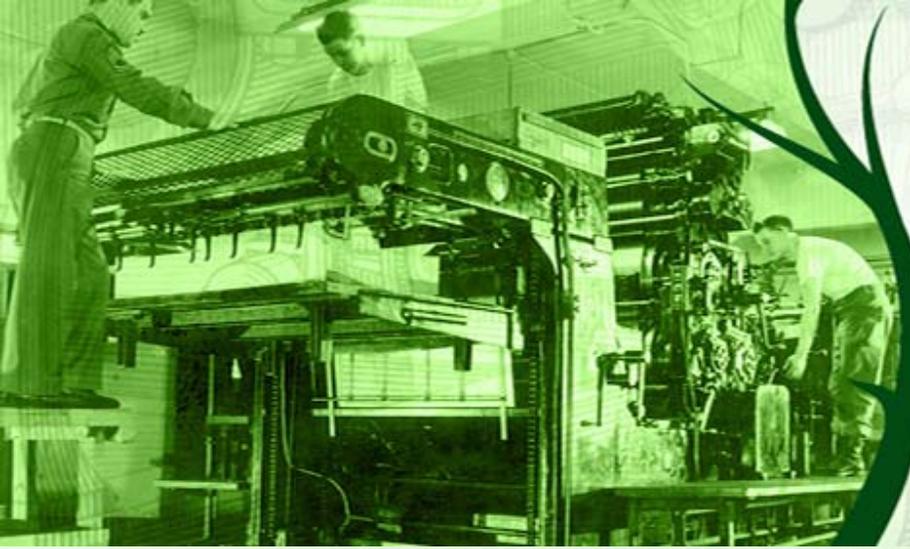


Giving Back



Teaming with American Forests. For every Tee we sell 3 trees are planted.





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More Specifically... what will our legacy be for our future generations.

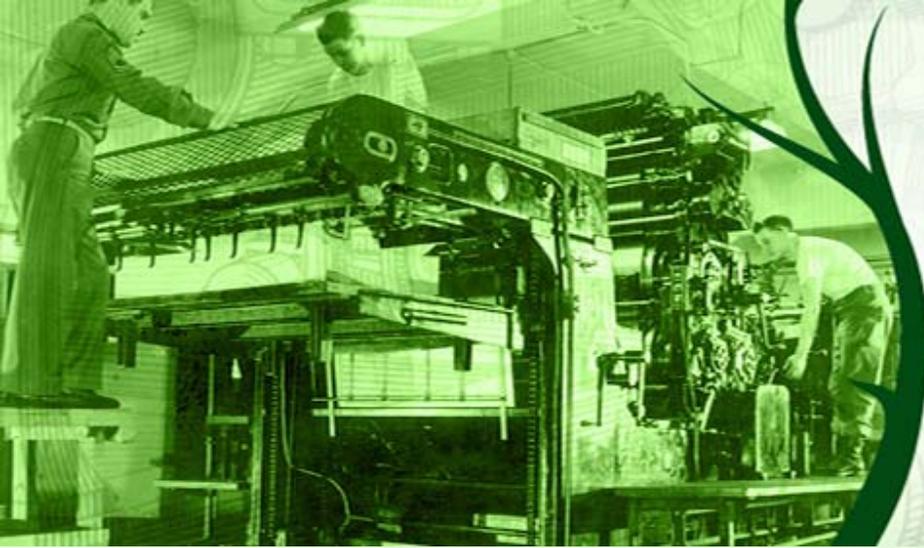


REWARDS -- intention or accidental

- Intentional -- just knowing we are making a difference in some way keeps us going in the right direction.
- Accidental -- city of Chula Vista - awards - this presentation..

It is not about the costs associated with being sustainable. Rather what is the ultimate cost of *not* being sustainable that worries me.

Thomas D Ackerman Jr.



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The Future...



- Solar panels.
- Continue to build the sustainable brand and make a difference in the way people view our industry.