

# We've Always Been Green

Less really is more.



From the green in our logo to the on-demand concept of digital printing, everything about ImageSet Digital has always been **GREEN**.

Because there are **no plates or film** to image, digital printing doesn't produce the hazardous wastes associated with conventional printing processes. Our digital presses not only use **eco-friendly inks**, but also require less energy to operate, and use less waste in makeready.

When you consider as much as 35% of all printing is thrown away due to obsolescence, digital printing's ability to **print only what you need**, when you need it, makes green sense too. Our collateral-on-demand solutions have helped our customers save hundreds and even thousands of dollars in **reduced waste**.

But perhaps one of the biggest waste savings comes from targeted direct mail marketing, which allows marketers to **mail fewer pieces**, with better response rates. So you'll not only **save a few green trees**, you'll save some green dollars as well.

For more information on how our digital printing processes and products affect the environment, call us at 713-869-7700 or go to [www.imageset.com](http://www.imageset.com).

## WE OFFER RECYCLED STOCKS

### DIGITAL PRINTING MEANS:

- Less paper waste
- Less emission of volatile organic compounds
- Less usage of natural resources

**DIGITAL  
PRINTING:  
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