



Healthy printing!

Our mission.

Printing that is healthy for people, the economy and the environment.

Our goals.

Scale up healthy printing by accelerating best practices to make business more competitive & improve printed paper quality for their customers.



printing for packaging



printing to improve recycling



printing for publishing

Why do it?

Everyone benefits from printed paper. It is in our packaging, publications, photographs, homes and offices. It was an educational tool for the industrial revolution, and its total use globally is increasing, due partially to internet shopping that drives packaging for shipping.

Paper contains a range of fillers, additives and smoothers. These along with coatings and inks affect 100% of the product's recyclability or compostability.

The challenges;

- » Studies show that some hygienic paper designed for skin contact contains contaminants from printing.
- » Printing inks that are non-toxic are often non-biocompatible. Millions of tonnes of de-inking sludge contain substances that make disposal more expensive during recycling. Valuable resources are lost.
- » Regulators and the ink industry have printing standards, but packaging is still often contaminated by residues from printing, due to implementation barriers and lack of harmonisation.

Greater quality printing is available and it is already shown this can be scaled up economically. Our aim is to accelerate that scale-up by involving more companies and their customers, and adapting health printing to their individual needs.

Which benefits do you get?

Surveys show that healthier packaging is one of the fastest growing segments of the printed paper industry¹.

As a result, healthy printing is a competitive advantage.

- » For retailers who sell printed packaging with their products, healthy printing caters to the growing crowd demanding truly recyclable packaging.
- » For printers, healthy printing meets the growing demand from publishers and packagers who want to be certain of what's in the printed product. It's also safer for employees.
- » For packagers, having a verifiable claim of healthy printing is a competitive advantage when selling to frontrunner retailers.

One purpose of healthy printing is to let companies connect with best practices and still maintain a competitive position.

This type of 'co-opetition' is practiced often across industries. It is being scaled up with healthy printing to;

- » Accelerate best practices
- » Accelerate demand for healthy printing through frontrunner buyers, including companies, NGOs and governments.

Healthy printing will identify and scale up;

- » Quality assurance for ingredients.
- » Accessibility of information about new innovations while protecting IP.
- » Extracting healthier printed materials from waste streams for high quality recycling.

The institute EPEA is servicing partners to scale up safer printing substances, and the DOEN Foundation has asked some partners to use those innovations.

¹Packaging Outlook 2017



How to describe 'healthy' printing?

In many cases healthy printing is a goal, not a fact. You don't have to be perfect to participate! The aims are;

- » The product is safely recyclable at high quality, and is otherwise safe for decomposition and returning to the soil as a resource.
- » Sludge generated during recycling is a safe resource for other uses.
- » Water quality standards are improved and waste water treatment during recycling is enhanced.
- » Products go beyond regulatory compliance, are safe to use and re-use according to the highest standards, and don't contaminate people, food, air, water or soil.

Healthy printing is good business.

- » Paper that contains safer printing residues is more economical to process. It is recyclable, compostable and economical as a resource for its next use.
- » Printing substances that are safe make it more economical for fibres and their residues to be resources for their next use. Paper fibres can be re-used many times before being returned to the environment as nutrients, fuel or resources.
- » Recycling becomes more competitive and protects the people who handle printed paper and packaging.

Is healthy printing here today?

Today, some printing substances could be classified as healthy but need to be identified and scaled up. Other substances have a way to go. Healthy printing is something to aim for in a measurable roadmap.

EPEA's aim is to implement healthy printing with buyers and suppliers through a Healthy Printing Charter and measurable roadmaps.

What you can do today

Participate in healthy printing by sending EPEA an email to healthy.printing@epea.com and you will be contacted by a representative.

If you are a customer for printed paper;

- » EPEA has a list of questions to ask your printers, to help them identify areas for improvement. You can send the questions to your printer, then send EPEA their reply and a representative will contact them.

If you are a printer or ink or coatings supplier;

- » EPEA will work with you to optimize your printing and work with your suppliers.
- » You will get support to find customers to grow your business.
- » You will keep existing customers and be more competitive in acquiring new ones.

What are your obligations?

Easy. Implement healthy printing in your organization and gain the benefits!

Who is participating?

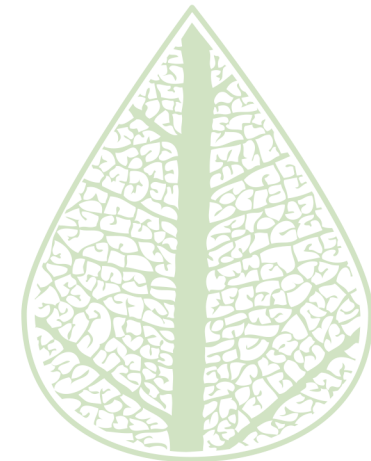
EPEA and the DOEN Foundation are founders with EPEA partner companies who are successfully optimising paper, printing and coatings.



How much will it cost?

The goal is to generate new business, gain market share, and enjoy savings instead of only incurring costs. Our partners demonstrated this is achievable with healthier substances.

Due to generous support by the DOEN Foundation and EPEA you have the opportunity to learn first-hand how this could support your business or aims of your NGO or government agency.



For more information please go to www.healthyprinting.eu