



Designing a cleaner future

It's not all in the print; design also plays a big part in the environmental impact of your product. So what can you do as a publisher or designer to tread more lightly on the earth?

Choosing the most environmentally friendly inks and papers isn't the only thing you can do when trying to minimise the impact your publication has on the environment – thoughtful design can also make a big difference. Here are some tips for designing your way to a better environment.

Stand out from the crowd

Make your product stand out from the rest with minimal impact on the environment. If tabs are required, rather than inserting divider pages at significant cost and impact on the environment through the use of additional processes, you may be able to use cleverly placed second colour tabs to give your book a fore-edge image that stands out.

The right stock

Select environmentally sustainable stock and go for Australian-made products whenever possible to eliminate the greenhouse gas emissions created by shipping. Also select stock weights that are suitable for your purpose; can you use 80gsm instead of a 90gsm stock if the opacity and bulk are the same?

To bleed or not to bleed?

Bleed is an area of print that extends beyond the trim size without leaving a border, such as a full-page photograph or stipple as part of a chapter opening. Bleed allows for a clean cut while trimming, but if your design has all objects set within the frame of your document, then a bleed isn't necessary. This reduces paper and ink waste – *Impressions* is designed in this way.

It's important to indicate at quoting whether you need bleeds, as they often require a different sheet size to be used in the printing process.

Economical size

In the early stages of your design or concept, consult with us to select the most economical trim size based on our standard reel width or sheet sizes. Trim size influences cost and waste; the bigger the trim the more paper used and the fewer pages we can print per impression. A small reduction in trim may save on paper and the number of plates required. For example, a trim size of 210mm x 148mm would normally print on a web press with a 257mm cut off – that's 47mm of wasted paper per leaf. If the trim size is reduced to 208mm x 148mm, we can produce the job on another press that prints to 222mm per page, with just 14mm of waste per leaf. This would mean 13.5 per cent less waste, for a 1 per cent size reduction. Ask yourself, will the customer really notice the 2mm reduction in depth?

For more information please contact your account manager or sales@mcpersons.com.au