

## Clients Want To Make The Correct Environmental Print Decisions:

The problem is most people are not familiar with the environmental terms to be able to make the correct decisions. Here are a few mandatory terms to know.



Recycled Paper: Recycled Paper is paper made from a minimum of 30% post-consumer content.



Post-Consumer: Paper that was printed and distributed to the ultimate consumer for its intended purpose. Once used, the decision is to landfill this paper as garbage, or make it into new paper.



Processed Chlorine Free: This refers to paper that has been bleached with Hydrogen Peroxide, or Oxygen and not Chlorine.



Dioxin: A toxic bi product created when we bleach paper with Chlorine. It causes Cancer.

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## Greg Barber Co. and Partners offer you the complete environmental print package.

We have 5 plants that offer, digital, offset and web capabilities. We stock 100% post-consumer recycled paper, tree free paper made from Bamboo, Sugar Cane, Lemon, Banana, Mango, and Coffee plant stock, mixed with post-consumer, and we print with 100% non toxic toner, and vegetable or soy based inks.

We were environmental printers, way before it became the thing to do. We started our mission in April, 1990.

**Sales:**  
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## Greg Barber Company

started shortly after the 20th anniversary of Earth Day. Instead of featuring the then current 50% recycled, with no post-consumer waste content paper, Greg Barber Company chose to feature the first 100% PCW line made, called 100% Recycled Bond, from Domtar in Canada.

The definition for recycled paper began to include PCW content in 1990, starting with California being the first state to include 10% post-consumer in their definition of recycled paper. Later in the decade, the government moved the PCW content up to 30%, to be considered recycled paper.

But, GBC started at 100% PCW in 1990, and we continue to promote our 100% PCW lines as the main stay of our business.

We are asked, a lot, if recycled paper is more expensive. We say that our grades are the same or lower in price to many 30% PCW lines and

non recycled papers. We have one 100% PCW line that retails for less than \$1.00 per pound. That ranks in the price point with the minimum recycled lines.

We also carry the more expensive lines of 100% PCW. The difference in price, is mostly due to the whiteness of the paper. But, brightness, may not be what it used to be, to determine the correct paper to select for your next printed job. Many of our clients want the natural look, instead of the bright white look.

Also, coated paper is looked at being non environmental and even ugly. I have clients that look at the gloss look, as not attractive. Un-coated 100% post-consumer, is now looked on as being more attractive, especially when the recipient sees that the printing is on the most environmental paper made today, 100% Post Consumer & 100% Processed Chlorine Free.

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## Advising on Environmentally Sound Printing

**We know the correct paper to use:**  
Paper that has third party certification.

**We know the correct print process to utilize, and we only use the correct toner or inks.**

**We know how to keep you within your budget.**

**We know how to get your job done on time.**

**We have many accounts that will give you testimonials to timing, quality and budget.**

**We have no minimums:**  
One brochure for a meeting is fine—we will run that digitally.

Now, if we use 100% Post-Consumer paper, we are reusing our print waste and not sending any of this waste to our over crowded landfills or burning it, causing toxic emissions.

And, if we use 100% PCW paper, that is also 100% Processed Chlorine Free, we are saving our Fish & Wildlife and Us from being exposed to Dioxin. Dioxin can poison us all.

And, if we print with non toxic toner or vegetable based inks, we keep the toxic levels of printing to a minimum.

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## How to Begin:

Go to [www.gregbarberco.com](http://www.gregbarberco.com) and click request an estimate. We will quote you within 24 hours, most of the time.

When you want to proceed with the order, go back to [www.gregbarberco.com](http://www.gregbarberco.com) and click Place a new Order.




### How Do We Move Fast?

You can upload your files easily through our website. Just fill out the order, and click the Browse Buttons at the bottom. We can move large megs immediately. We receive them as hyper links that can be forwarded to our pre press within minutes. We will create a PDF or hard proof to meet your time frame.

### A Typical Example:

We printed 350, 68 page plus cover brochures, for World Diversity, and delivered them in 36 hours, including changes, to NYC. We worked on their files within 1 hour of the files being uploaded to our site. We sent a PDF within 8 hours, made the client changes, and printed them.

For samples and free estimates, please contact us.

**This Brochure was made using:**  
 100% Post Consumer Paper  
 100% Bleach/Chlorine Free Paper  
 100% non toxic toner

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