

# How green is your publishing?

digital press that shows exactly how the result will look in the magazine after it has been printed. Usually in the heatset business test printing has been rather expensive. But co-operation spreads the costs across a number of printers and for the customers the results will be more predictable,” Brenden declares.

## Calibrated print equipment

Working out how paper and ink will behave under varying conditions in a printing press is still a complicated process. The standardisation project means customers do not have to be involved in this complex business process.

“The client shouldn’t need to have any specific knowledge of individual printers. It should be the printer’s job to make sure that colour reproduction is predictable and consistent no matter which printer is being used,” Johansen says, adding that the process benefits printer and customer alike. “We get fewer and fewer discussions now about the printed results.”



## Cross-border network

**THE PROJECT GROUP** that worked on the standardisation of inking profiles in Norway is also part of the Ghent PDF Workgroup, an international forum that helps graphic industry players to put ISO standards into practice.

Read more at [www.gwg.org](http://www.gwg.org). You can find out more about the Norwegian project at [www.rotasjon.no](http://www.rotasjon.no)

**THE RELIGION** of the 21st century is not concerned with heaven, but with the earth. And, as with most religions, there are those who simply follow, accepting the doctrine unquestioningly. Then there are those who believe differently, who think there are other ways of approaching the solutions to environmental pollution. There are the fundamentalists, who want drastic measures, and there are doubters who do not believe that the activities of man are the cause of global warming.

But few would dare to ignore the political, commercial and social pressures and publishers want to be seen, loudly and clearly, to be crusaders of the green religion.

## Soya in the press

Their vulnerability lies in paper – and inks. China is no exception. I received last month a request from a Chinese publisher who wants to place work in the UK. Their books must be printed on 100 per cent recycled paper and *only* soy inks are to be used. Many printers in the UK have been using vegetable-based inks for the past decade but not necessarily soy inks. That could make all the difference to the taste of our traditional fish and chips wrapped in newspaper!

HarperCollins UK now produces its paperbacks on paper that meets the standards of paper accredited by the Forest Stewardship Council (FSC).

## Recycled paper questioned

In the past 18 months, some 75 per cent of the enquiries I have received as consultant for publishing houses have specified recycled paper. Three years ago that figure was just 5 per cent.

According to a HarperCollins survey, 75 per cent of book readers think more books should be printed on recycled paper. Academic publishers, under pressure from students to use only recycled materials, are anxious *to*

*be seen* to be conscious of the environment.

## Risk of poor decisions

I have heard a great deal of uninformed criticism aimed at paper and pulp use, and one theory is the belief that using trees for pulp is somehow anti-environment. No thought is given to what might happen to the land that is no longer used to grow for pulp, or to the fact that publishers are not so discerning when it comes to producing titles that few want to read.

The danger of parading environment credentials is that decisions could be made which may not be based on fact.

We are being made to feel sinful about our carbon footprint. It is something we can read about every day in every newspaper, every magazine.

The paper industry needs to beef up its PR and educate the public. It needs a united front because it is under attack. Representatives of paper mills must be taught how to present their paper sources. There is a “feelgood” factor in parading green credentials but the same doctrine can lead to prejudice and decisions based on illogical assumptions, and our governments, too, need to be better informed.

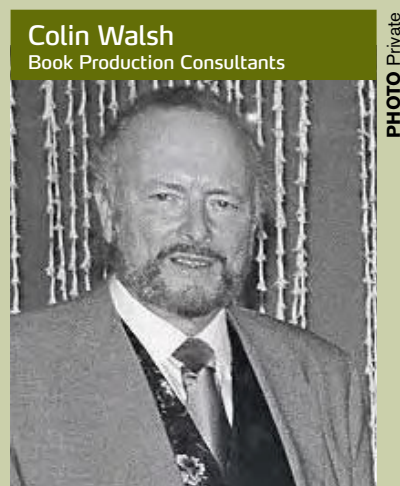


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