

VISUAL IMPRESSIONS SUSTAINABILITY PROGRAM

Looking for a “Green” printer? Good news! On March 26, 2013 Visual Impressions was officially certified as a sustainable printer by the Sustainable Green Printing Partnership, otherwise known as SGP. Our program demonstrates our apparel decorator industry leadership to corporate social responsibility and environmental sustainability that you are looking for.

ABOUT THE SUSTAINABLE GREEN PRINTING PARTNERSHIP

SGP is a non-profit organization providing sustainability certification in the graphic communications industry. The organization promotes reducing the environmental impact and increasing the social responsibility through sustainable green printing practices. To receive SGP Certification, print facilities go well beyond compliance with applicable local, state, and federal laws. They establish sustainability management systems, implement best practices, and commit to continuous improvements in sustainability. Certified facilities are also required to report on progress annually. For more information about the SGP Partnership, the SGP Patron program, or the SGP certification process, visit www.sgppartnership.org.

SUSTAINABILITY AT VISUAL IMPRESSIONS

To become SGP certified, Visual Impressions implemented a strategic program based on SGP’s criteria. Visual Impression’s built the program by establishing a Sustainability Committee and has focused on implementing ideas centered on energy reduction and reducing our landfill waste. Coupled with work using the three “R”s, Reduce, Reuse & Recycle as a theme, the company sought improvement with the SGP criteria that encompasses three major areas: the materials used to produce products, the printing process, and the facility in its entirety. Visual Impressions is also participating in two Milwaukee sustainability programs, ME2 & ME3. Visual Impressions was also one of two companies featured in a short documentary video regarding the Milwaukee ME3 program: <http://city.milwaukee.gov/ME3>

THE BENEFIT TO YOU

Simply put, you can rest assured that Visual Impressions is adding value to your supply chain, by aligning ourselves with the SGP initiative, and going through the rigorous process of being third party audit certified. (Sustainable Green Printing Partnership, License Certification ID: 0413-1364915293) If using an environmentally focused company is part of your vendor list of requirements, then Visual Impressions is your answer.



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