

# 10 SUSTAINABILITY TACTICS YOU CAN IMPLEMENT TODAY



## Print with purpose

Focus on high-impact, well-targeted printed materials that offer longevity and ROI. Print isn't wasteful when it's meaningful and well-executed.

Use FSC®, PEFC, or recycled paper stocks to ensure your materials support responsible forestry and circular material flows.

## Choose Certified Sustainable Papers



## Use Eco-Friendly Inks and Finishes

Opt for vegetable-based or low-VOC inks and avoid unnecessary lamination. Look for coatings that are biodegradable or recyclable.

Work with printers who use renewable energy, waterless printing, or carbon-neutral processes. Certifications like ISO 14001 are a plus.

## Partner with Green Print Suppliers



## Design for Efficiency

Smart design can reduce paper use without reducing impact. Consider trim sizes, duplex printing, and materials that maximise sheet usage.

Reduce emissions and costs by bundling print and promotional goods in fewer, more strategic orders; smart sourcing is sustainable sourcing.

## Consolidate Procurement Orders



## Bulk Purchase Where Possible

Buy in bulk to reduce packaging waste, cut per-unit costs, and streamline logistics, saving money while minimising environmental impact.

Design brochures, signage, packaging, and promo items to be easily recycled or repurposed after use.

## Recyclable and Reusable Formats



## Track and Offset your Impact

Use sustainability dashboards and carbon calculators from suppliers to measure print-related emissions and offset where needed.

Educate stakeholders on how print supports engagement, trust, and brand recall—all while evolving to meet modern sustainability expectations.

## Champion a Sustainable Future



If you'd like to discuss this with our team, please get in touch: [rise@cubiquitymedia.com](mailto:rise@cubiquitymedia.com)