



## Maryland Green Registry MEMBER

The Maryland Green Registry promotes and recognizes sustainable practices at organizations of all types and sizes. Members agree to share at least five environmental practices and one measurable result while striving to continually improve their environmental performance.

# Chroma Graphics, Inc.

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Upper Marlboro, MD, 20774  
301-249-5115  
[www.chroma-graphics.net](http://www.chroma-graphics.net)  
Commercial Printer  
Member since March 2011

## Management and Leadership



### **Environmental Policy Statement**

*Chroma Graphics, Inc. is committed to being green and thereby reducing our impact on the environment. We will strive to improve our environmental performance over time. This includes reducing our carbon footprint, initiating additional projects and activities that will further reduce our impacts on the environment and reducing, reusing and recycling wherever possible.*

*Our commitment to the environment extends to our customers, our vendors we partner with, our staff, and the community in which we operate. We are committed to all of the following:*

*Compliance with all applicable environmental regulations;*

- Preventing pollution whenever possible;*
- Training all of our staff on our environmental program and empowering them to contribute and participate and become involved;*
- Communicating our environmental commitment and efforts to our customers, vendors, staff, and our community; and*
- Continuously improving over time by striving to measure our environmental impacts and by setting goals to reduce these impacts each year.*

**Environmental Team**

*Our Environmental Team includes Rusty Coolidge – President, Paula Walker – V.P. Finance and Bob Brown – Estimator.*

*We meet annually in May. This also coincides with our Forestry Stewardship Council (FSC) certification audit. At that time, we review our efforts in place to be green and what we can do to improve upon and add to those efforts to further help the environment. While we meet annually, the president (Rusty Coolidge) volunteers on outside boards of other firms including the Printing and Graphics Association MidAtlantic (PGAMA) and he keeps abreast of the latest developments for our industry as a whole as well as individually for our firm and we implement those new ideas to the best of our ability.*

**Environmentally Preferable Products and Services**

*Chroma Graphics is both Forestry Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI) certified. Our certifications allow us to print jobs with stock from forests that are set apart as environmentally-friendly and that do not impact the indigenous peoples or harm the environment in any way.*

*We have been FSC and SFI certified since September 2008 and we were among the first in our industry and area to become dual certified. We have spent money to promote and educate our clients in the benefits of printing on FSC and SFI stock to make them aware of the positive impact to the environment when they choose to utilize these options.*

**Environmentally Preferable Purchasing**

*Chroma Graphics partners with paper and other vendors that are certified in either or both FSC and SFI and as such we purchase stock from these vendors to produce the environmentally-friendly jobs. We use also purchase vegetable-based printing inks.*

**Waste**

**Recycling**

*We recycle all of our waste paper from the presses, the bindery and the front offices. In 2010 alone, Chroma Graphics recycled more than 436 tons of paper. According to information from the EPA in 2008, recycling 1 ton of paper saves 17 mature trees, 7,000 gallons of water, 3 cubic yards of landfill space, 2 barrels of oil, and 4,100 kilowatt-hours of electricity — enough energy to power*

*the average American home for five months. Based on these equations, in one year (2010), Chroma Graphics' recycling has saved:*

- *7,412 mature trees*
- *3,052,000 gallons of water*
- *1,308 cubic yards of landfill space*
- *872 barrels of oil*
- *1,787,600 kilowatt-hours of electricity*

*We also recycle all plastics, wood pallets, fluorescent light bulbs, and aerosol cans.*

**Hazardous Waste/Toxic Use Reduction**

*We use environmentally safe materials on our presses including vegetable based inks so that we do not have to recycle any toxic chemicals. We also mix inks left over from other jobs so that we are not discarding old inks into the environment.*

## Energy

**Energy Efficiency**

*We have partnered with EnerNOC, a demand response company, since April 2009 to save electricity when the electric energy grid is full to overloaded. We have a contract in place whereby we will shut down the bulk of our machines using electricity in our printing plant on demand when the need arises. As a result of this participation and our partnership with EnerNOC, we have contributed to the avoidance of the need to build and maintain additional power plants to meet the power demand.*

## Other

- We have passed inspections by Maryland Occupational Safety and Health (MOSH), OSHA and the Maryland Department of the Environment with no infractions or citations and are used as an example by MOSH to show other shops the proper procedures and methods of reporting.*

**Profile Updated August 2014**



*Help build a greener, more sustainable Maryland through voluntary practices that reduce environmental impacts and save money.*

*Learn more at [www.green.maryland.gov/registry](http://www.green.maryland.gov/registry)*

