



## 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.

# Navistar Direct Marketing, LLC



4612 Navistar Drive  
Frederick, MD 20876  
410-291-2335  
[www.navistardirect.com](http://www.navistardirect.com)  
Direct Mail Communications  
Member since November 2018

## Management and Leadership

### Environmental Policy Statement

*Navistar Direct Marketing is committed to reducing its impact on the environment. We will strive to improve our environmental performance over time and to initiate additional projects and activities that will further reduce our impacts on the environment.*

*Our commitment to the environment extends to our customers, our staff, and the community in which we operate. We are committed to:*

- *Comply with all applicable environmental regulations;*
- *Prevent pollution whenever possible;*
- *Train all our staff on our environmental program and empower them to contribute and participate;*
- *Communicate our environmental commitment and efforts to our customers, staff, and our community; and*
- *Continually improve over time by striving to measure our environmental impacts and by setting goals to reduce these impacts each year.*

## Waste

### Solid Waste Reduction and Reuse

*Printed material that is going to be used immediately is placed into reusable plastic trays; reducing the continuing need for corrugated cartons.*

**Recycling**

*In 2018, Navistar Direct Marketing has recycled the following:*

- *Printers Waste Paper - 1,130,710 lbs.*
- *Cardboard - 97,210 lbs.*
- *Plastic - 4,775 lbs.*
- *Copier Toner - approx. 1,400 lbs.*

**Hazardous Waste/Toxic Use Reduction**

*Where possible: replaced solvent-based ink with eco-friendly photo-sensitive inks by using a photo-polymerization process that hardens and dries the ink upon exposure to UV light without generating hazardous Volatile Organic Compound emissions (VOCs).*

- *Replaced four solvent based ink jet addressing machines with LED UV Curing ink technology curing machines reducing VOCs and hazardous chemicals.*
- *Purchased 10-color Sheetfed press with LED UV Curing ink technology*

## Energy

**Energy Efficiency**

- *Replaced older fluorescent and metal halide lighting with energy efficient LED overhead lighting;*
- *Use of motion sensitive lighting sensors in all office areas;*
- *Use of "thin client" network system instead of conventional desktop computing systems requires less hardware and uses less energy.*

## Transportation

**Efficient Business Travel**

- *Video conferencing is used when possible for first-time sales appointments to reduce the number of air miles travelled;*
- *Offering virtual trade shows to customers has also resulted in a reduction of business travel.*

## Water

### **Water Conservation**

*Implemented a fountain solution recycling system that works by recirculating fountain solution through a multi-stage filtration system. This process separates the fountain solution contaminants out while leaving the critical ingredients in. Instead of wasting spent fountain solution every few days, Navistar Direct Marketing replaces the fountain solution every few weeks.*

## **Environmental Certification Programs and Awards**



- *Member of [LED-UV Association](#) since June 2018.*
- *Recipient of the Frederick County, MD 2018 Business Waste Reduction and Recycling Award for “demonstrating a commitment to conserving resources and integrating source reduction practices into their daily workflow”.*



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

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

