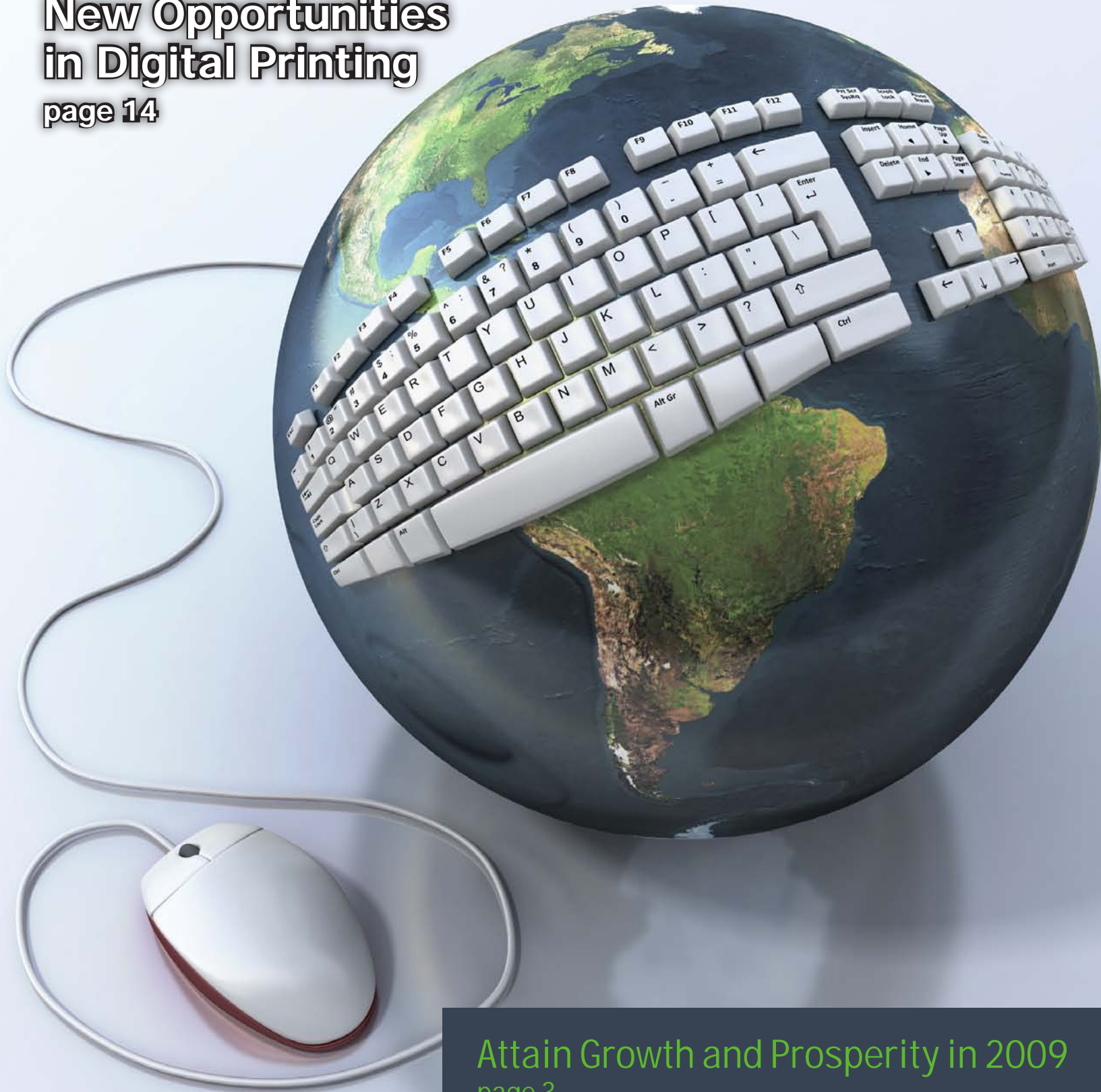


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Allegra Palatine Makes a “Green” Promise

Walsh and team do their part in building a better planet

By Janet Monast - Director of Communications, Mohawk Fine Papers Inc.

go green!

Strathmore
Beckett
Mohawk

From the moment they opened in 1997, Allegra Print & Imaging of Palatine, Ill. (formerly Insty-Prints) has practiced environmental responsibility where possible. Something that wasn't always easy. “When we initially asked our garbage company about a recycling program they said there weren't any programs for businesses of our size and it just wasn't worth it,” said owner, **Brian Walsh**. Not easily discouraged, Brian sought out a company that would work with him, and so has a complete system for recycling plate materials, as well as a filtration system for press chemistry that makes it environmentally safe prior to disposal.

Mike Gilbert, National Sales Manager at Lewis Paper, understood Brian's desire for systems and products that work towards affecting a cleaner planet. So, when Lewis Paper was chosen by Mohawk Fine Papers to participate in the Mohawk Go Green program, Mike approached Brian with the idea. “We were part of the initial launch of the pilot program. Frankly, I did it for my own peace of mind,” said Brian. “The Go Green program fits into our philosophy. We do as much as we can to reduce our own ecological footprint, and talk to our customers as much as we can about their options.”

Currently, there are nearly 1,000 printers participating in Mohawk's Go Green program. The purpose of the program is to make socially responsible paper choices easier for both the printer and customer. Mohawk supports program participants with marketing materials and sales support. Brian was impressed with Mohawk's involvement in the program and commented, “A Mohawk rep traveled with my Lewis Paper rep to go over the program and present Mohawk's product line.”

The Palatine location uses Mohawk's recycled stocks from Strathmore, Beckett Cambric and Mohawk Color Copy lines as its “house stocks.” “Strathmore has that really heavy 110 pound card stock versus most other paper manufacturer's 80 pound stock, and we were especially pleased to find out that it printed great on our Xerox color copier, which by the way uses the latest, more environmentally friendly Emulsion Aggregation (EA) toner,” says Brian.

Brian is continually looking for ways to incorporate sustainable efforts into his business practice. His center has even made a “green printing promise” Web site,

<http://www.greenprintingpromise.com>, that presents its philosophy and outlines all that the company is doing to maintain its promise, including using recycled stocks when possible as part of Mohawk's Go Green program, using Toyo inks, recycling toner and used or obsolete paper, and using packaging and shipping products made from recycled materials.

Palatine's green printing promise sums it up: “A greener world is everyone's responsibility. By working together to minimize our environmental impact, we can make our corner of it a little bit cleaner.” Working together is one of the ways Brian has created such a successful environmental program within his center. He enlists the help of his vendors and suppliers to provide sustainable choices that he can feel good about making. And, that reason is the motto that is Palatine's green printing promise... because it's the right thing to do.



Brian Walsh lives up to his given printing promise with help from Mohawk's Go Green program.

If you're interested in learning more about the Mohawk Go Green program, please contact **Renee Charbonneau** of Mohawk at renee.charbonneau@mohawkpaper.com.

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