



Bert·Co

Printing • Packaging • Point-of-Purchase

Celebrating 80 Years of Printing Excellence

OUR SUSTAINABILITY COMMITMENT

Sustaining our planet's resources has never been more important than it is today. That's why Bert-Co is committed to the principles and practices of environmental responsibility. Our mission is to be a good corporate citizen to the community in which we work and the earth on which we live. We continue to seek process improvement methods and review materials that reduce resource consumption.

Further, we commit to expand our use of Agri-based inks and coatings and to purchase chlorine free paperboard from well managed forests. We will include environmental issues in all our planning and decision making so as to reduce the environmental impact of our products and services.

We have Chain-of-custody certification you may use when using paper from mills that are either FSC, or SFI compliant. These two symbols are quick indicators that your packaging is doing its part to help our environment.

Eco-Tips For Packaging

Choosing a Goal

Several organizations promote environmental goals, such as saving trees, birds, rainforests, etc. The Forest Stewardship Council, Energy Star, and EnerGuide are a few examples. These non-profits let you put their logos on your package, after meeting their standards and/or becoming certified. Choose one and focus on using resources in ways that will allow you to add their logo to your package.

Earth Friendly Inks

Bert-Co offers agri oil-based inks, a renewable and environmentally responsible alternative. Agri oil-based inks are made from a variety of vegetable oils, blended to produce high print quality and drying performance. All of Bert-Co's UV inks, including agri oils, are 100% recyclable.

Safe Package "Accessories"

How about eco friendly enhancements such as embossing? Embossing improves shelf presence while maintaining sustainability. Combine different depths of embossing, or try de-bossing. Or have the best of both worlds and try a sculptured emboss.

Recycled Paperboard

Although recycled paperboard is eco-friendly, it can be more costly and sometimes not as attractive. Bert-Co stocks two types of 18-point recycled board that address both look and budget issues. One board is 30% Post Consumer Waste (CCWB) and the other is 40-60% Post Consumer Waste (CCNB).

Limited Editions

Is your package worth keeping? You might not need a recycleable package if it is likely to become a collector's piece—something so unique that consumers will ultimately keep it. Bert-Co offers consultation on producing collectible specialty packaging.

Paperboard

Recycled or not, paperboard is one of the most biodegradable and renewable resources. Using paperboard can eliminate or minimize the use of carbon emitters, such as steel or plastics.

Make it Lighter and Smaller

Bert-Co can advise you on making your package lighter by using thinner substrate or less substrate and making it smaller or more compact.



ECO-FRIENDLY PRINTING AND PACKAGING—GREEN AND SIMPLE

Bert-Co & Paper

Bert-Co holds chain-of-custody certification from FSC and SFI in all of our printing facilities. This means our clients will be able to use our certification number on their packages, letting their customers know they are doing their share in sustaining our planet's resources. FSC-C021845

Bert-Co stocks 18 pt 30% Post-Consumer waste (PCW) paperboard that is clay-coated on one side with white backing, which looks just like the popular SBS board.

Bert-Co also stocks 100% recycled Clay Coated News Back (CCNB) board, that ranges between 50—75% Post-Consumer Waste.



FSC stands for the Forest Stewardship Council. The Chain-of-custody certification provides a system for tracking certified wood from the forest, through each stage of production and distribution, to a point of sale. Over 208 million acres in more than 82 countries have been certified according to FSC standards while several thousand products are produced using FSC certified wood and carrying the FSC trademark.



SFI stands for Sustainable Forestry Initiative. With more than 160 million acres certified across North America, the non-profit SFI sustainable forest certification has a standard based on principles and measures that promote responsible environmental behavior and sound forest management including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests of exceptional conservation value.

What You Should Know About Inks

With inks, it is important to know how much volatile organic compound (VOC) is emitted, whether it comes from a renewable resource, and whether it contains heavy metals.

VEGETABLE OIL-BASED INKS, also known as Agri-oil based ink, are made from renewable resources. These inks emit less VOCs. Soy or vegetable content can range from 20% to 100% of the formulation.

PETROLEUM BASED INKS are not considered sustainable due to the high percentage of VOCs emitted and they do not come from a renewable resource.

UV INKS dry quickly, so they emit little or no VOCs. UV inks can be repulped, de-inked and recycled.

Bert-Co Inks

Aside from having the capability of creating any color desired in our in-house ink room, we are able to offer you:

AGRI-OIL BASED INKS, which are blended to produce high print quality and drying performance.

UV INKS dry quickly and dull which moves the printing process faster. You can choose to use aqueous (water-based) coating over UV inks, or UV coating that give greater gloss and more durability.

Safe Package "Accessories"

An easy way to enhance a package is by using finishing techniques such as embossing, die-cutting, and foil stamping.

EMBOSSING adds dimension to your package. It does not use any ink in the die making process. There are a number of ways to emboss—multi level, sculpture, and debossing. In addition, these dies can be reused from project to project.

DIE-CUTTING is similar to embossing in that no chemicals or inks are used and dies are reusable. The best thing about die-cutting is that you can create virtually any shape package, insuring that your package stands out.

FOIL STAMPING is a great way to grab someone's attention while they are walking down the store aisle. Not all foils use chemicals. Additionally, when paperboard is foil stamped, it can still be recycled.