

The SIGN of a Green Printer

By Neil Johnston
Guest Columnist



At The Wide Format Company we do a lot of sign and banner printing. Doing it all "green"

has not always been an easy task. Until recently, the materials were very limited and for many businesses it just cost too much green to go green.

Recycling signage was also difficult if not impossible. You had to take your old sign to a special recycle center. Even if a client could afford to get the eco-friendly material, chances are it never got to an authorized recycle center. It most likely just went in the trash.

Today there are a lot of great eco-friendly sign materials that

won't break the bank. When we look for a sign material to sell as a "green" product, we ask ourselves: Is it eco-friendly? Is it affordable? Is it "Easy Green?" To us, "Easy Green" means that a product is biodegradable or can be recycled in your standard recycling bin. Here are a few products we really like:

Biodegradable Sign Materials: Bio-Flex Banner Vinyl, Duraplast Foamboard, Foamacell BioBoard (like Sintra), EcoPlast (like Styrene), and EcoPlast Backlit Film.

Recyclable Sign Materials: EcoLogic Banner, Corrugated Plastic, Valeron, and various PCW papers.

These new materials are great, but if you're still printing on them and using harsh solvent ink, then you're really

defeating the purpose. Over the last couple years, Mutoh has come out with some great eco-friendly wide format printing devices. They recently won the 2009 BERTL's "Best Eco-Friendly Wide Format Printer Ink" for their Eco-Ultra Inks

printing and the ValueJet 1608 Hybrid for printing signs directly to substrates.

The next time you order a big banner or sign, make sure to ask about your green options. You may be pleasantly surprised by what's out there!

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used in the ValueJet printer series. These inks are plant-based, odorless and emit no VOCs. The Wide Format Company has two of these ValueJet printers in production: The ValueJet 1614 for banner

Neil Johnston – Marketing. The Wide Format Company can help you come up with a creative and inexpensive way to promote your business. Call us today at 425-828-9010.

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