

CIRCULAR ECONOMY IN THE PRINTING AND PAPER INDUSTRIES

In a circular economy there is no product called "waste"; there is only materials flow. Circular Economy encompasses internal and external systems such that a by-product of a process is another company's or processes feedstock.

EXAMPLES IN THE PRINTING INDUSTRY

- Zero waste systems design;
- Holistic and effective recycling systems designed to restore waste instead of leading to end-of-life;
- Reuse of material by-products within the processing facility;
- Offering paper collection systems that feed the de-inking mills and keep the paper out of single-stream systems that contaminate the paper;
- Ensuring outputs and inputs are going to/coming from the lowest ecological footprint end state/sources as possible and are being utilized for their highest value;
- Using closed loop recycled plastic;
- Moving to service business model over consumption model;
- Moving to print on demand;
- Personalized communications over mass communications;
- The use of renewable energy;
- Eliminating toxic chemicals.