

# Federal Direct's Eco-Friendly Initiatives



## FSC Certified

Federal Direct understands and is committed to preserving and protecting our environment. Toward that end, we obtained FSC® (Forest Stewardship Council) chain of custody certification.

In a printing context, this is essentially the traceability of paper through the supply chain from fully-certified, responsibly-managed forests through to production at the designated printing plant.

How does this benefit your organization? You will be able to make “on product” claims in reference to the paper being sourced from responsibly-managed forests by displaying the FSC Logo.

## Renewable Energy

In addition, a portion of our electrical supply will now be generated through renewable wind power energy. Through our utility provider, Constellation New Energy, we are able to utilize wind powered generation which, unlike tradition fossil fuel generated electricity, produces zero greenhouse gas emissions and no harmful pollutants.

We are proud to participate in the sustainability effort by utilizing renewable green energy. We believe by doing so we all contribute to the future of our planet. We participate in industry specific initiatives and work with local, national and other agencies as appropriate to promote environmental policies. This will support both your organization’s corporate social responsibility objectives, and more specifically assist in positioning your organization as having sound environmental credentials.

We encourage our clients to increase effectiveness while reducing costs by cleansing and qualifying customer and prospects lists - greening your mail. By following a “Get it clean, keep it clean” mantra, our clients can reap the benefits of clean addresses for years while protecting the environment by reducing landfill waste.

We develop and maintain an Environmental Management System that enables us to document, monitor and continuously improve our overall environmental performance. Our plate and press rooms utilize UV technology as our printing process. UV allows us to use fewer resources which supports our commitment to minimizing our footprint on the environment. So much is the chemical reduction that the State of Connecticut classifies us as a “small quantity chemical generator” which is the lowest classification they certify. The UV process contains less VOC’s (Volatile Organic Compounds) which means less VOC’s are released into the environment. This is one of the most environmentally sound methods of printing.



## Safe Harbor

We are also Safe Harbor Certified, a certification that aims to harmonize data privacy practices in trading between the United States of America and the stricter privacy controls of the European Union Directive 95/46 EC on the protection of personal data.

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## Recycle

In addition, we recycle every waste stream we can. Paper, cardboard, metals, etc., are recycled to create new products. Waste streams that do not create new products such as used ink & used chemicals are certified recycled and used to generate energy.



## Our Initiative

To minimize energy consumption, we take steps of continued improvement.

Examples include:

- Committing to reduce power at peak intervals by working in unison with Connecticut Light & Power's (CL&P) peak cycles. This is an energy savings program that CL&P manages to control and balance their energy output creating less of an impact on the Northeast and National power grid.
- Managing equipment usage by creating a workflow that utilizes all hours of the day which reduces peak hour energy consumption on the power grid.
- Managing computer equipment (monitors, hard drives, etc.) to power down after limited time intervals reducing energy consumption.
- Powering down production equipment not in use, eliminating machines from cycling while they are not producing product.
- Changing inefficient light fixtures and light bulbs to more efficient ones that are eco-friendly. The result produces the need for fewer fixtures, smaller fixtures, less wattage consumption, less heat generation, higher color visibility toward white, and longer bulb life expectancy.
- Installing task lighting over machinery with eco-friendly light fixtures and bulbs allowing us to power down other higher energy consuming overhead lighting.
- Installing individual light switches to better manage and control lighting. Areas that are not in use are shut down individually, reducing power consumption while still maintaining a safe work environment.
- Frequently maintaining heat and air conditioning equipment for optimal energy performance.
- Installing thermostats in air controlled rooms that have multiple zone settings, minimizing cycling frequency which reduces energy consumption.
- Extending fork truck battery life up to 30% by accurately following the battery manufacturer's usage guidelines for charging, cooling and usage. If these guidelines are not properly followed, battery charging time is increased and battery lifespan is reduced.