

New owners print all jobs green

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When 10,000 football fans at the University of Tennessee season opener got posters at the game's end, they probably didn't realize the Big Orange promotion was actually green.

Hart Graphics, using a state-of-the-art computer-to-plate, direct image printing press, received the gameday shot from a photographer at Neyland Stadium, printed the image and delivered the posters back to campus by the third quarter. The promotion was sponsored by AMG Media and the Volunteer Network.

The posters were printed on green certified paper with plant-based inks using a process that is chemical-free.

Hart Graphics' new owners see sustainability as golden opportunity.

Husband-and-wife Brent and Marisa Golden recently purchased the Knoxville printer from founder John Hart. Under Marisa's leadership, according to the two, the company underwent a green transformation, and the couple has set their sights on what they see as a small but growing business opportunity.

Over the past year and a half, Hart Graphics has invested \$10,000 to obtain a variety of certifications verifying the paper they use was generated in an environmentally sustainable manner. The company has switched to vegetable-based inks and environmentally-friendly washes and fluids. They recycle everything from printing plates to soda cans. And, for certified green jobs, every part of the process is tracked — from the felling of the trees to final delivery.

"In the past, printing has been kind of a dirty business to the environment, so we're trying to do everything we can to clean that up to where it is, basically, carbon neutral," says Brent Golden, vice president of Hart Graphics.

A Chattanooga paper supply company held a seminar on green



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Hart Graphics is a locally owned printing company that has gone green. The company's president Marisa Golden, right, and her husband Brent Golden operate their company under four certifications that ensure that the business operates under printing practices that are environmentally sound.

printing, and Marisa Golden was intrigued.

"I saw the benefits in not only that it would give us an edge over our competition to be able to claim

these certifications, but also to the environment," she said. "That's always been a really important thing to me. So I saw both sides of it, that it would be great for our company,

HART GRAPHICS

Headquarters: Knoxville

Founded: 1986

Owners: Brent and Marisa Golden since July 15

Employees: 14

Annual revenues: \$2 million

Web site: www.hartgraphics.com

great for the environment."

To be able to offer the widest variety of products, Hart pursued four different certifications — Forest Stewardship Council, Rainforest Alliance, the Sustainable Forestry Initiative and PEFC, a European sustainable forest initiative — that guarantee that forests the paper comes from are operated sustainably and legally.

"These organizations came up with very stringent guidelines of what it means to be certified green," Brent Golden says. "The paper has to come from a certified forest that is highly regulated and (for) every tree they chop down they have to plant four more. The paper mills have to be green certified as well. The shipping and the manufacturing and all of the paper has to be certified."

"It's a time consuming process," Marisa Golden adds. "You have to create what they call documented control systems, which means from the time an order is placed to the time it's delivered to the customer you have to have very specific procedures in place. So you have to basically write manuals of these procedures for each of these certifications. And the auditor comes and reviews each of these procedures before you get your certification."

Each print job, certified or not, will go through the processes and use the same sustainable products, she says.

Certified jobs are officially approved by the applicable certification group before they can be dispatched to the customer. Hart

