New owners print all jobs green

BY LARISA BRASS news@knoxvillebiz.com

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-ofthe-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 plantbased 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

OAK RIDGE REPORT

Small businesses playing big role in Y-12 stimulus

So far, so good for small businesses looking to share in the Recovery Act wealth at the Y-12 National Security Complex.

As of Aug. 31, the latest statistics available, B&W Y-12 had awarded \$13.2 million in procurements with money from the plant's allotment from the American Recovery and Reinvestment Act.

Of that amount, 94 percent was awarded to small businesses,

B&W spokeswoman Ellen Boatner said. Y-12 currently has budget authority for \$213 million in stimulus funding to carry out seven environmental cleanup projects over the next two years at the

Oak Ridge plant. Mind you, a substantial amount of the early cleanup activity, including predemolition removal of legacy materials from old buildings at Y-12, is being performed in-house by B&W employees.



MUNGER

But there's still a good bit of money that's going out to subcontractors.

Besides the \$13.2 million already awarded, there was \$11.4

million in procurements associated with the Recovery Act work pending as of the first of September, Boatner said.

Earlier this summer, John Krueger, the B&W manager overseeing the Recovery Act projects, said the proj-

ects were moving ahead of schedule and within budget. The government's managing contractor was able to get out of the blocks early by using existing subcontractors, as well as performing some work with the Y-12 workforce.

While acknowledging the many challenges ahead, Kruger emphasized that B&W hopes to stay ahead of schedule and use that track record to attract more of the Recovery Act money that's being held by the Department of Energy as an incentive for high performance.

Based on some of the phone calls I've received since writing a story about the Banshee II, there could be a license agreement forthcoming for use of the sonic device that reportedly can be used as a non-lethal weapon.

Lee Bzorgi, director of the National Security Technology Center at the Y-12 nuclear weapons plant, is the inventor of Banshee II. Although still in a prototype stage, Bzorgi said he thinks the device has great potential for use by law enforcement and others.

In-house tests at Y-12 indicate the portable device can register 144 decibels, a sound that's much louder than a rock concert and not much below that of a jet engine at takeoff. Bzorgi said the device generates a sound so loud and at such disturbing, variable frequencies that a person has no choice but to drop whatever's in his hands and cover his ears.

I've received a few phone calls from folks interested in contacting Bzorgi to learn more about the device and possibly explore commercial opportunities. One gentleman with a California company said he thought Banshee II might be a "home run."

Bzorgi is an interesting individual and one of Oak Ridge's bright minds. He's a native of Iran, who came to the United States when he was 17 years old and became a naturalized citizen in the early 1980s. He's worked at Y-12 for the past decade. Before that, he worked for Bechtel.

Bzorgi also was inventor of the portable shelter system that was licensed to Adaptive Methods. The company recently announced plans to manufacture the push-button disaster shelters in Chattanooga.

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Graphics does not add a charge for the certification process, which takes no longer than 24 hours, Marisa Golden says.

Hart Graphics has received a GreenWorks Environmental Recognition Award from Agfa Graphics, a pre-press manufacturing company that conducts audits to determine whether customers are operating in an environmentally responsible manner.

Interest in green printing is growing gradually, the Goldens say.

Over the past six months, since the company obtained its certifications, about 10 jobs have been certified, Marisa says, including those for the National Park Service and Covenant Health.

"Big corporations in other parts of the country are all over this. They're pretty much being forced to comply with these different certifications, otherwise people like the Sierra Club are really getting onto these corporations for illegal logging practices and buying paper that's produced that way." The Goldens say many customers believe that ordering environmentally friendly print jobs will cost more money. It's true that recycled paper is more costly, Brent says, but a sheet with recycled content doesn't necessarily mean the paper is green.

"The problem with 100 percent recycled sheet is that it takes a lot of time, energy, chemicals and waste to recycle 100 percent of your sheets," he says. "Going with a 100 percent recycled sheet actually causes more damage than going with just a standard certified green sheet."

If a customer does want to use recycled paper, Brent says he recommends one with 30 percent recycled content.

"People used to feel really good about the more percentage of recycled fibers in paper," Brent says. "That's becoming less and less important by the day ... because these certifications are really more important and lot better for the environment."