

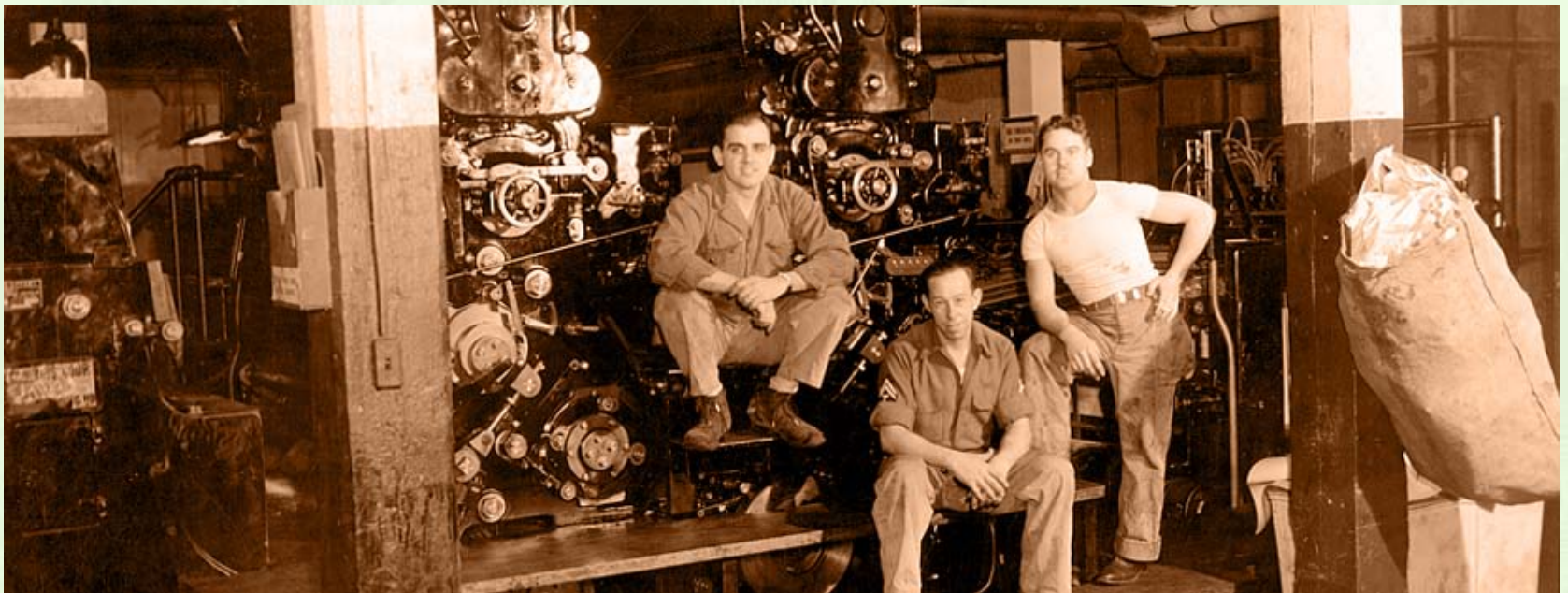
spirit
graphics
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Family owned and operated since 1983

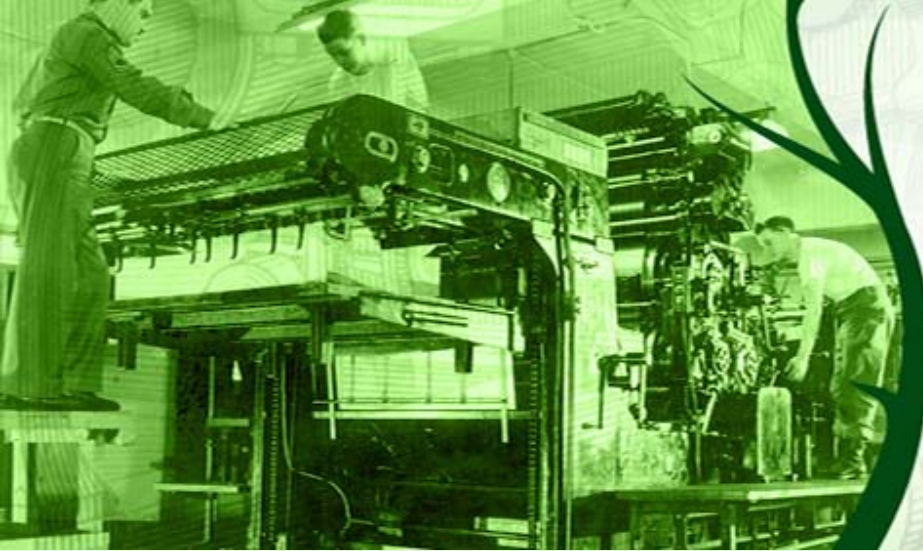
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Our History...

Grandpa Martin Joyce
Circa 1947 US Army. Far right





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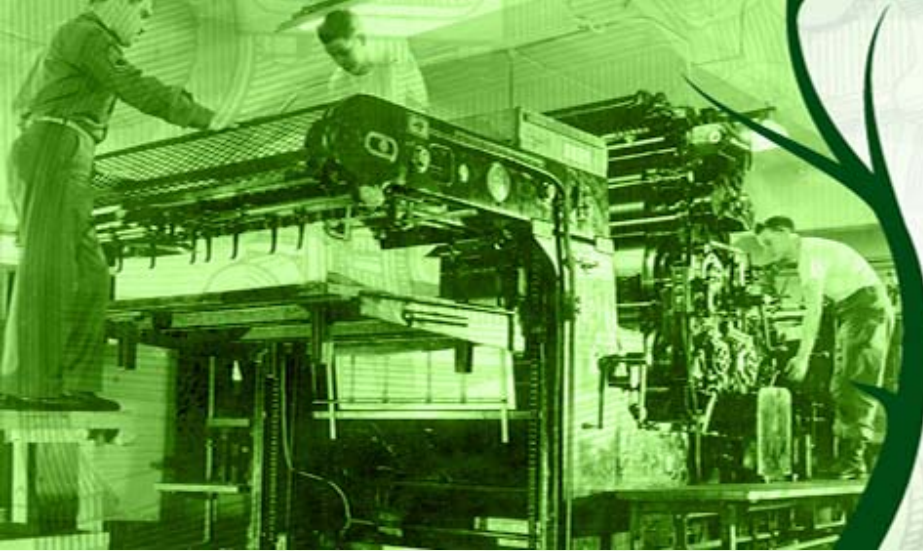


Spirit Graphics & Printing Inc.

Founded in 1983 by Barbara Ackerman, daughter of Martin Joyce.



Barbara started printing in 1959.



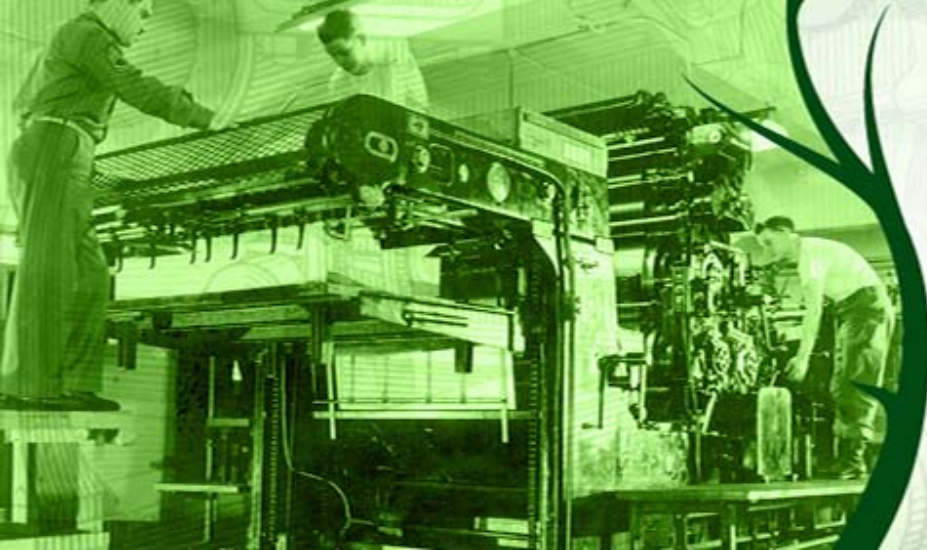
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Problems in the Print Industry

- VOC's (Volatile organic Compounds)
- Paper--Where does it come from and how is it manufactured
- Chlorine
- Water
- Ink
- Commuting
- Facility
- Energy
- Informing clients and potential clients
- Recycling
- Waste that cant be thrown in the trash





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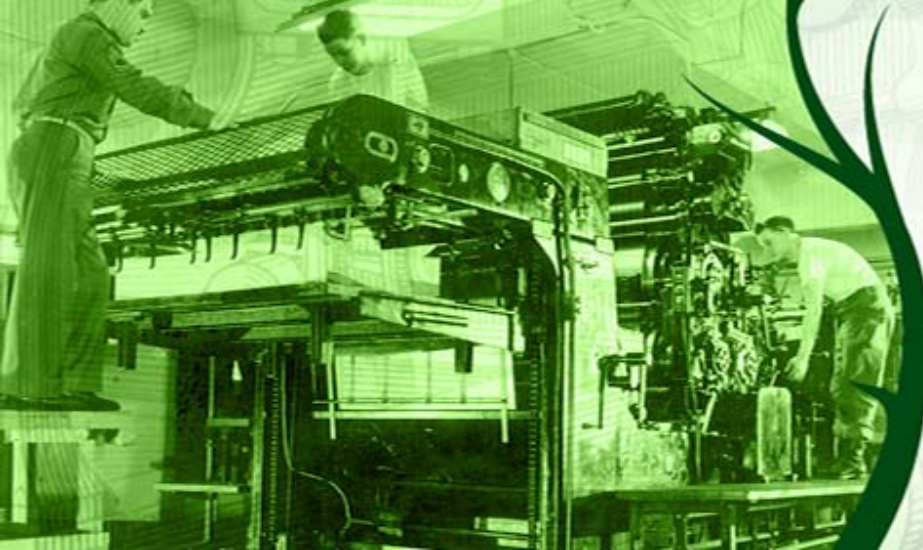
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Some of our Solutions

- Switched to all conforming rules concerning VOC's in all our press washes.
- Became FSC, SFI, and PEFC certified
- Best paper choices. FSC, SFI, recycled content and properly managed. PCF (processed chlorine free.)
- Replaced processors that used chemical baths and water baths. FILM-PLATE- and PROOF processors. New computer to plate process free technology.
- Produce distilled water on site. Instead of trucking it in.
- Switched to all NO and Low VOC inks. Low being 1 to 3%.





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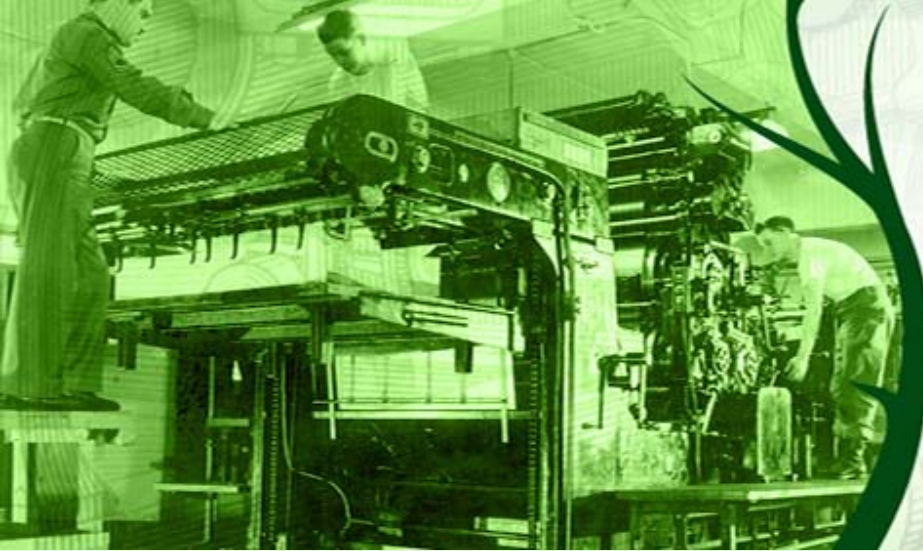


Some of our Solutions...

- Moved facility to where employees and principles live. (most not all)
- Saved approximately 60,000lbs of carbon. (3degrees)
- Building was purchased new and was built in the city of Chula Vista. Came standard with many greener features like T-5 lighting low flush toilets. Use proper trees and low water using plants in landscaping. Built in recycling.
- Purchase wind energy rec's for our facilities annual electricity used. (3degrees)
- Educate and inform clients. CREATE THE "sustainable" BRAND.
- Recycle all high grade aluminum plates and paper waste. paper waste is anywhere from 90 to 98%.
- Cannot be thrown away is disposed of properly at Clean Harbors. (ink skin-batteries-old fax machines-computers...)

CleanHarbors
ENVIRONMENTAL SERVICES, INC.





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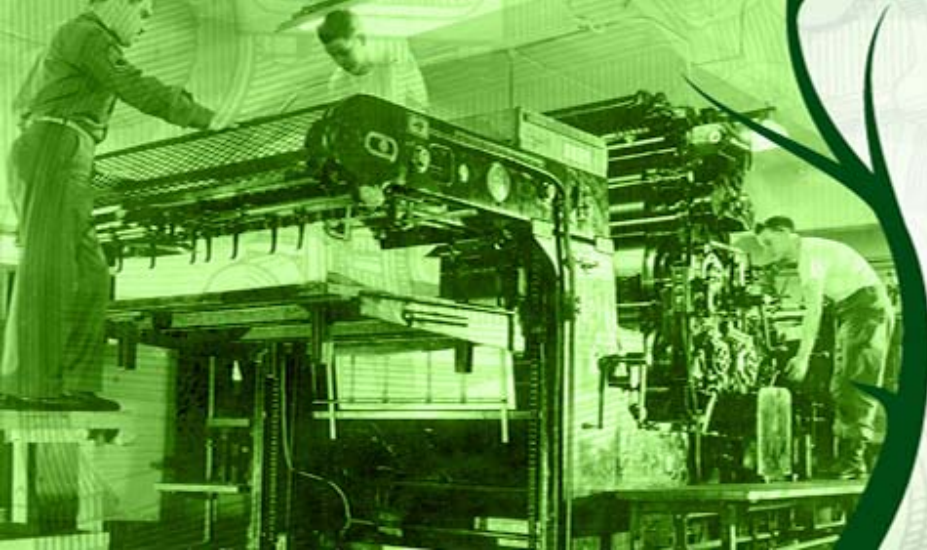
Source better solutions like...

- Use Bioflex Banner material - landfill degradable. {more info on our site}
- Utilize only Bamboo banner stands.
- Diligently working to use agro stocks from Canopy planet...
- *It utilizes Wheat Straw, an agricultural residue from wheat harvesting, thus reducing greenhouse gases generated from its burning or rot otherwise*
- *It helps to reduce Carbon Footprint, by providing assured market to farmers for their agro residue at/ their door steps- the residue would be burned otherwise contributing to GHG emissions.*
- *Produced from green energy, / generated from/ Rice husk as bio-fuel, another agro residue available in Punjab*
- *It is FSC certified*

Balance is the key--

People-planet then profit....





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Why...

- Our Environment
- Client Retention
- Open up new marketing avenues to reach larger more responsible market.
- Bring more value to "The Brand" by properly translating back what we do for the client and the environment.
- The more responsible we all are - the less harm we all do the better off we all become.



One Example of eco savings

Spirit Graphics & Printing, Inc.

Recognizes

Barona Resort & Casino

For Environmental Leadership Through Sustainable Printing

Here are the *approximate* Environmental Savings* for using
6,534 lbs. of ENVIRONMENT® PC100 Paper Stock

For the following jobs:

Envelopes (J.D. Power & Assoc.) • **Letterhead** (J.D. Power & Assoc.)

Business Cards (J.D. Power & Assoc.) • **Environmental Program** (All 4 Runs)

A total of 77 trees that supply enough
oxygen for 39 people annually.

22,607 lbs.
wood



Enough water to take 1663
eight-minute showers.

28,585 gals.
water



Enough energy to power an average
American household for 219 days.

55 mln.
BTUs energy



6887 lbs.
emissions



3670 lbs.
solid waste

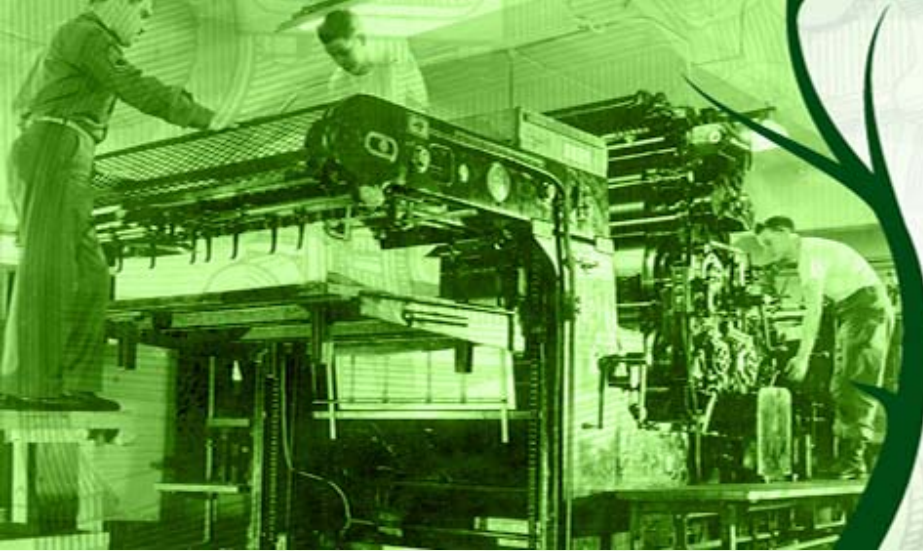
Carbon sequestered by 83 tree
seedlings grown for 10 years.

A total of 36 thirty-two gallon
garbage cans of waste.



All ENVIRONMENT® Paper is made with **100% renewable energy**.
Spirit Graphics & Printing, Inc. uses **100% Green-e Certified energy**.

*All information was calculated using Neenah Paper Company's Eco Calculator at www.neenahpaper.com/ECOPaperCalculator



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More Specifically...

...what will our legacy be for our future generations.

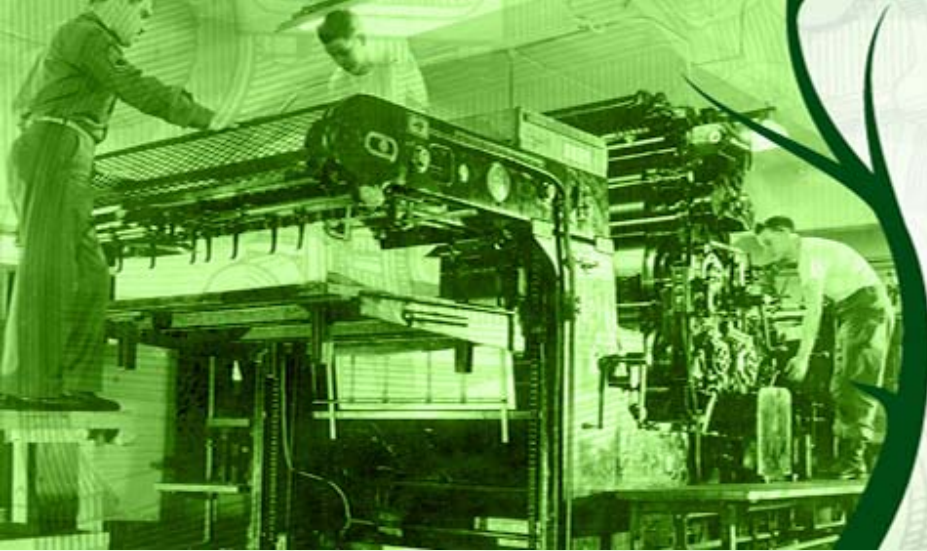


REWARDS -- intention or accidental

- Intentional -- just knowing we are making a difference in some way keeps us going in the right direction.
- Accidental -- city of Chula Vista - various awards - this presentation. Networking opportunities. People seeking me out on a constant basis. The Brand sells itself.
- Won major environmental awards recognizing our Green essentials program.

It is not about the costs associated with being sustainable. Rather what is the ultimate cost of *not* being sustainable that worries me.

Thomas D Ackerman Jr.



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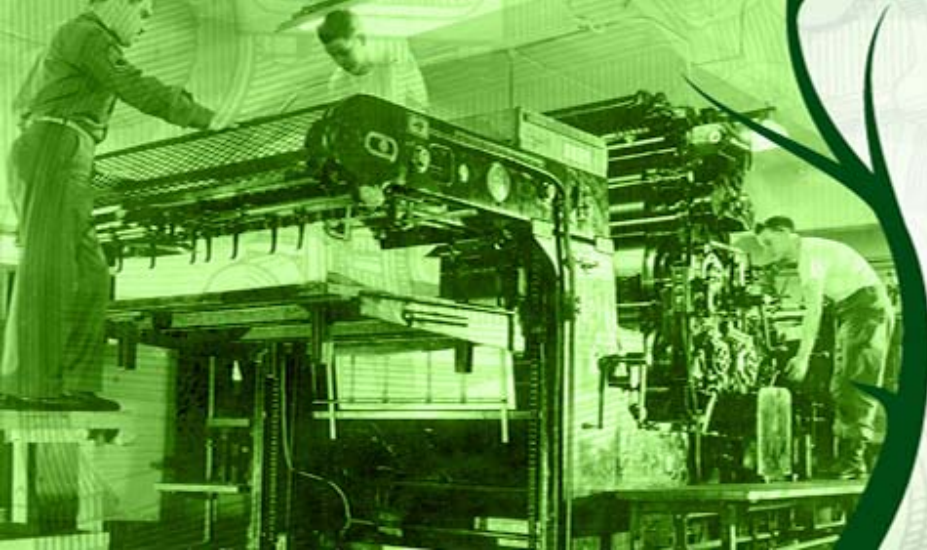


Happening now... New Online ordering built for

- Affordability
- Sustainability
- Quick turnarounds



www.sgink.com



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The Future...

- Solar panels. Coming soon.
- Continue to build the sustainable brand and make a difference in the way people buy printing and advertising materials. Help to change the way people and business's view the printing industry.
- New Nissan all electric Leaf-purchased.



QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

thank you for your reservation

