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What Green Really Means

The word “green” has been tossed around to the point of becoming cliché: it meant “money” in the 80s, “hippie” in the 90s and “trendy” in the 00s. So to learn what green business means today, we spoke to Jeff Hernandez, VP at Classic Color, a printer on the front lines of the modern green movement.

3 Things You May Not Know About Printing Green

1. The harmful chemicals in inks are generally optional drying agents.

To dry faster, most inks are infused with volatile organic chemicals (VOCs) that are released into the atmosphere as the ink dries. Eco-friendly options like soy-based inks don't have those chemicals; the only catch is that it takes a little longer to dry. Classic Color uses only eco-friendly inks, and at no upcharge.

2. Green paper doesn't have to look like tree bark.

When people hear “eco-friendly paper” they think recycled, ugly, brown, expensive stock. But paper doesn't have to be recycled to be considered green; most eco-friendly options are simply certified by the FSC (Forest Stewardship Council), which means they're responsibly harvested and processed and don't necessarily cost more than regular paper. And if you do go the recycled route, today you can get a wide variety of beautiful stocks—vibrant whites and colors, coated and uncoated—for just around 10-15% higher cost.

3. Green can be an opportunity, not just a cost.

You can think of environmental responsibility as a chance to advance your own mission. If your company promotes quality and ethics and corporate responsibility, here's your chance to demonstrate that to your own customers. Green means running smart and lean with less waste and an open mind.



...and 3 Common Misperceptions

Everyone wants to be eco-friendly until it costs more. Truth is, it doesn't have to.

It's not just about the raw materials. It's about the process: taking small, realistic steps to reduce your footprint.

The green movement doesn't belong to the hardcore—they have a tendency to turn off the mainstream. The future of green is in moderation.

Dinosaur Trees For Earth Day

Earth Day is rolling around on April 22, and one of our more unique clients has an interesting proposition. It's called the Wollemi™: a genus of endangered pine tree believed extinct for millennia, recently rediscovered in Australia and repopulating worldwide with a little help from National Geographic.

We teamed up with Wollemi Pine North America back in 2007 to introduce this ancient pine to the US, marketing it as a feature tree for parks and large gardens, a stunning patio and indoor plant, and a unique gift for special occasions.

Want to make an Earth Day statement that will outlive us all? Order a Wollemi pine at ancientpine.com (and enter the promo code PARTY to save \$20).



Wiki-Design

Designers have their own language, and every now and then we throw out some terms in conversation without giving the full story. Two common design terms explained:

Raster Image: a digital image made up of a grid of pixels (tiny colored squares). A raster image's resolution is measured in dots per inch (dpi), with low-resolution images (72dpi) used for fast-loading, web-based imagery and high-resolution images (typically 300dpi and up) for smoother, more detailed print reproduction. (When you see a very pixelated image, it's likely too low resolution to be viewed well.) Raster images are commonly associated with photography, are created/edited with the Adobe Photoshop program, and exist as JPG, GIF and TIFF file formats.

Vector Image: a digital image made up of connected lines and curves that produce objects. Rather than being based on pixels, vector dots and lines are based on math that calculates proportional length and angles—as a result, vector images can be scaled larger or smaller without any loss of quality, which is why vector images are the preferred format for logos (which may appear small on a website but then large on a print ad or billboard). Vector images are generally created/edited with the Adobe Illustrator program, and exist as EPS or AI file formats.



PHOTOGRAPH OF A BEE,
A RASTER IMAGE



THE RASTER IMAGE IS MADE
UP OF A GRID OF PIXELS



ILLUSTRATION OF A BEE,
A VECTOR IMAGE



THE VECTOR IMAGE IS MADE
UP OF POINTS AND ANGLES