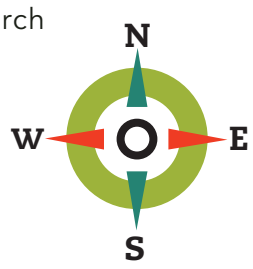
Pixel And Print LOGIC

pixelandprintlogic.com

A Guide "To Print" Or "Not To Print" Responsibly

Truth be known, both print and digital communications have environmental costs. So how do you most responsibly decide when to view on screen and when to print? Follow the latest research by taking a moment to scan this handy infographic. Then pause and use the insights you've gained to make the right call.



start here

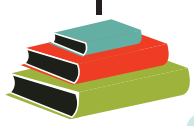
Pause before you push, *please!*

Think about how the information will be used before you open and scan or push the print button. Either way, don't panic or guilt-trip – just be mindful and do your best.

What is this for?

skim or glance

read or study



On the fly

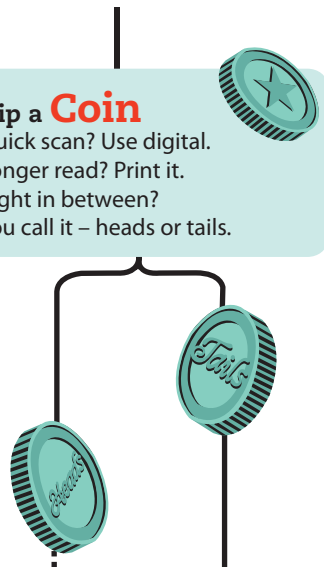
If there's a chance you'll need to review information off site or in a remote location, print documents can be easier to access than eReader or any other electronic device.

Time

- <10 minutes
- 10-30 minutes
- >30 minutes
- store or archive

Flip a Coin

Quick scan? Use digital.
Longer read? Print it.
Right in between?
You call it – heads or tails.



store or archive

Weigh available technology, accessibility, retrieval speed, security and legal requirements.

- digital storage
- paper, onsite
- paper, offsite

How complex is the information?

If it's detailed or complicated, print is typically easier for small groups to review and digest. If it's a quick, light read, choose pixels.

edit & discuss

Size of Audience

- Many
- Few

What are you sharing?

Is the information constantly changing? Go for pixels. Is it an important document that will be reviewed often? Go for print.

publish inform persuade

Readership

- Many
- Few

Personalized or variable data?

- Yes
- No

use Digital printing

Use high-volume laser or inkjet printers to deliver professional quality presentations and limited-run flyers, brochures, invitations and more. Ship electrons & print locally rather than shipping printing.

print run

- Small
- Large

use On Demand

Waste not, want not. Print only once the order has been placed, rather than printing and storing inventory for later use.

use Offset printing

Use Offset and other traditional printing techniques to produce very large volumes of high quality documents. Think beautiful brochures, attention-getting direct mail and powerful, keepsake posters.

go for Pixels

- Use ENERGY STAR® computers, monitors & printers
- Make sure energy-saving mode is activated
- Recycle or properly dispose of equipment at end-of-life
- Avoid unnecessary cc's on emails and duplicate files

go for Print

- Use certified sustainably sourced paper
- Print both sides except when single side is needed
- Consider smaller fonts, narrower margins and single spacing as appropriate
- Follow the equipment advice under "Go For Pixels" - and recycle your cartridges, too

PROUDLY PRESENTED BY

Domtar
domtar.com

Natural Logic
natlogic.com

INSTITUTE FOR SUSTAINABLE COMMUNICATION
sustainablecommunication.org

Learn more at **pixelandprintlogic.com**