

Intelligent green™

Because protecting our environment is everyone's business.

Achieve the extraordinary.



Intelligencer Printing Company

330 Eden Road • Lancaster, PA 17601
(800) 233-0107 (717) 291-3100
Fax (877) 834-1443
www.intellprinting.com

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LANCASTER, PA
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Production notes:
SmartPages was printed on 65# Finch Casa Opaque Cover 30% PCW. It was produced using High Definition Printing™ with Renew™ four color process Hexachrome inks, spot PMS, and flood dull aqueous, on a ManRoland 706 sheetfed press.
34472



Ready to get started? To learn how we can help you tap the power of QR codes to accelerate business, call 800-233-0107 or email myteam@intellprinting.com.
Or scan the QR code on this page to experience the power.
A free application may need to be downloaded to a mobile device to read codes.



How It Works:

- Some early adopters are adding QR codes to their business cards, sending potential customers directly to their websites.
- The German Yellow Pages uses a single QR code to take responders right to their mobile website.
- Fashion leader Ralph Lauren includes QR codes on print ads to encourage online shopping.

What's a QR code? In the simplest terms, QR stand for Quick Response and it's designed to make it easier for prospects and customers to respond to your marketing efforts—on the spot. So they can quickly learn more about your company, take advantage of time-sensitive promotional offers, watch a video, buy your products and services, or request more information.

QR codes use two-dimensional barcodes that incorporate patterns of squares, dots, hexagons and other geometric patterns within images—up to 4000 characters of information. Once a customer or prospect scans your QR code with a web cam or QR-enabled cell phone, they're connected directly to a QR-encoded Web page without having to remember or type in any numbers or promotional codes. It's that simple and that powerful.

Why QR codes? QR codes unite print, mobile and online marketing efforts. They give you the power to turn your printed ads, mailers, post cards, business cards, flyers—even posters and billboards—into powerful direct response vehicles. Not only do QR codes make these traditional print media more interactive, they enable you to precisely measure the effectiveness of your marketing efforts.

How are savvy marketers using QR codes to boost response and accelerate the sales cycle? ■ Discounters are offering prospects instant savings on immediate purchases— simply by scanning a QR code.

TAP THE POWER OF QR CODES TO ACCELERATE BUSINESS

LOOKING FOR QUICK RESPONSE?

The Lean, Green Marketing Machine

AT MAMBO SPROUTS, HEALTHY, ORGANIC LIVING IS MORE THAN CORPORATE GOODWILL INITIATIVE, IT'S A WAY OF LIFE.

In fact, this New Jersey-based company's tag line **"Live Healthy. Live Green. Live Well."** speaks volumes about its mission. "Mambo Sprouts was created when our founder noticed during a visit to a local natural foods store that there were no in-store promotional programs aimed at the organic consumer," explains Matthew Campbell, Vice President. "A year later, we launched

the first and only mass-market product and retail programs offering FREE coupons for healthy, natural and organic products."

So when it came to choosing a printing resource for the myriad of coupon books, mailers, newsletters and promotional pieces the company produces, it's no surprise that Mambo Sprouts

chose Intell. "We were looking for a printer that viewed the world through the same emerald-tinted lenses we do. Intell offers soy-based inks.

They use recycled papers certified by the Forest Stewardship Council on many of their

jobs. And we can have our jobs printed using wind energy credits. So we're on the same page when it comes to protecting the environment," says Campbell.

Beyond Intell's environmental initiatives, the management team at Mambo Sprouts is also impressed with our quality, printing knowledge and professionalism. "I've worked with Intell and Michael McHale off and on for 8+years and he's always on top of every project—from inception to billing. His response and follow-up are excellent. And Mike Brody is the best production person we've ever worked with. These guys seem to be on the job 24/7. The entire team at Intell is responsive and a pleasure to work with."

"From planning and production to printing quality and execution of every piece, Intell's level of commitment is unquestionable. They have a unique ability to make the most strenuous of jobs a pleasurable experience," he adds.

So before you take your next trip to your local health food store, be sure to make a stop at www.mambosprouts.com to check out their latest FREE healthy, natural and organic coupons. And save a little green.



Special Edition

Intelligencer

Smart pages

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Earth Day 2010

40 YEARS OF ENVIRONMENTAL ACTION

It's been forty years since the first Earth Day inspired millions of people to strap on their Birkenstocks, join together, and take positive action to protect and preserve the planet we call home. While we don't need a special day to celebrate Intelligencer Printing's environmental mission, we're marking this event by renewing our commitment to sustaining the Earth's forests and creating a healthier, greener world. We invite you to join us in our quest to cultivate environmental awareness, responsibility, and action—in our plant and in our lives. *Let's make every day Earth Day.*



Intelligent green™

ENVIRONMENTAL ACTION BEGINS HERE

As citizens of planet Earth, Intelligencer is committed to minimizing the impact of our printing activities on the environment. That includes everything from using recycled papers and vegetable-bio based inks to embracing alternative sources of energy, and much more.

According to Vice President Dean Baker, "We proactively seek out technologies, processes, inks, and papers that have minimal impact on the environment. We're always looking for new opportunities to reduce our carbon footprint at every stage of the printing process. And we support the environmental actions of business partners and customers who care as much about environmental sustainability as we do."

A COMPLETE ENVIRONMENTAL INITIATIVE

Intelligent Green™ is our dedicated program for developing environmental best practices. It includes a number of concrete policies and programs designed to sustain a greener, cleaner environment. For example:

- ◆ We use alcohol-free and phosphate-free solutions.
- ◆ We have eliminated most toxic solvents.
- ◆ Our sheetfed presses use vegetable-based inks and Intelligencer's Renew™ Bio-based NO VOC and LOW VOC Inks.
- ◆ Our web presses run conventional and vegetable-based inks.
- ◆ The majority of our jobs print on recycled papers—text and cover.
- ◆ We make every effort to purchase paper from AFA (Abundant Forest Alliance) members, FSC (Forest Stewardship Council) and SFI (Sustainable Forestry Initiative®) mill sources.
- ◆ We take part in an aggressive program to recycle waste including paper, inks and solvents.
- ◆ Our automatic blanket wash systems reduce the release of VOC's (Volatile Organic Compounds) by 70%.
- ◆ We're in compliance with all OSHA, EPA and Clean Air Act guidelines.
- ◆ We offer wind energy credits as an alternative source of power.
- ◆ Sentinel ink delivery system reduces ink waste by 25%.
- ◆ Dual certification FSC and SFI.
- ◆ Bio-diesel fuel in delivery trucks.

BE PART OF THE SOLUTION

Our Intelligent Green™ initiative demonstrates our proven commitment to the environment. So you can choose Intelligencer Printing with complete confidence and peace of mind that you're part of the solution. To learn more about our Intelligent Green™ program and how we can help you meet your organization's environmental mandates, call 800-233-0107 or email myteam@intellprinting.com.

AND THINK GREEN.

Print vs. Digital: Which is greener? Get the facts.

- ◆ 1.7 million trees are planted in the US every day, three times the number harvested.
- ◆ Only 18% of US electronic devices are currently recycled, making electronics the fastest growing source of waste in the world.
- ◆ 20% less CO2 is used per year by a person reading a daily newspaper versus someone reading 30 minutes of web-based news.
- ◆ The electronics industry uses more than 90% fossil fuels, which emit greenhouse gasses.
- ◆ 60% of the energy used to make paper in the US comes from carbon neutral renewable resources and is produced on site at mills.
- ◆ 1.84 million tons of electronic devices were disposed of in US landfills since 2006.
- ◆ 57.4% of all paper in the US is recycled. 63% of fiber used to make new paper comes from recycled sources.
- ◆ It costs an estimated \$2.8 billion of energy annually to leave computers sitting idle overnight in the US.
- ◆ Of all the wood harvested from the world's forests, 53% is used for energy production, 28% percent for lumber mills, and only 11% for paper production.

ENVIRONMENTAL SAVINGS

This issue of SmartPages saved:

5 trees



1842 gallons of waste water



742 pounds of CO2 (greenhouse gasses)

3.5 million BTU's of energy



305 pounds of solid waste

Green Inks

Show your organization's commitment to protecting and preserving the environment by choosing Intelligencer Printing's Renew™ inks for your next print project. With Renew™ Bio-based NO VOC and LOW VOC Inks you will help improve air and water quality and position your organization as an environmental leader.

