

By printing smart, using interactive PDFs  
and leveraging the power of social  
media, you can help save the planet!

It's time to go...

# “greener”



# “What is greener?”

We want to help YOU see the environmental benefits of becoming greener in your marketing materials. Greener actions include cutting your print order by utilizing an interactive PDF, a new web page or video clip instead of that large print run. When you do print, make sure it is on [Forest Stewardship Council \(FSC\)](#) approved paper. We want to work closely with you to reduce your printing, save you money and give you alternative options that have little to no carbon footprint.

## How to make your business “greener.”

 Click on an icon to jump to a section.

## Print Smart

We offer printing on FSC Certified Paper ([Forest Stewardship Council: fscus.org](https://www.fscus.org)) or 100% recycled paper when FSC is unavailable, and utilize FSC certified print vendors when available. These printers have been certified under scrutiny for best environmental practices through a process that we can count on (through the FSC).

We recommend print options that are the greenest possible alternatives, so if printed waste does end up in a landfill, we can ensure decomposition will take place properly. We use inks that are vegetable-based with the lowest VOC – these inks are recognized as the most environmentally safe in the printed world. We select ink colors that have limited metal content, so when the printed piece is recycled there are low amounts of metal content affecting the environment. We size your print materials to the standard sheet size, so there is reduced waste from unused paper on the sheet (this is a frequently overlooked issue).

We adamantly recommend alternative designed pieces that will drive people to your website to view documents online, download interactive PDFs and view digital videos and animations – all of these items will support your message and have little to no carbon footprints.

 [Find out more.](#)

Here are a few questions you can ask yourself and your business next time you decide to print.



Click to see what questions you should ask.

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## Digital Documents

Interactive PDFs are not only a great way to deliver your message, they also allow your customers to engage in your content with interactivity by way of buttons, video, audio, forms and hyperlinks. Something paper could never do.

Uptown Studios also offers GoodPaper, our online publication experience for your next document. GoodPaper is very similar to interactive PDFs, but with the added benefit of allowing your viewers to see your publication and interact with it right in the browser. Turning pages, zooming, bookmarking and search capabilities are just a few options that come standard with GoodPaper documents.



 [See a sample!](#)

## Interactivity offers users things like...

### VIDEO

Embed video right into your documents!



### BUTTONS & FORMS

Forms are great for sending information

Interactivity is great!

Form fields for information submission

Radio buttons for selections

Send us an Email! Tell us what you think and how we can help you create your next interactive PDF.

## Social Media

Social media has the ability to reach a large audience without ever using paper. With the right tools and knowledge you can begin to make your Facebook, Twitter and LinkedIn accounts (just to name a few) work for you. Not only do social media channels often reach the audience you want faster, they also cut the need for printing large amounts of promotional materials such as postcards, brochures and posters.

Social media allows for fast and vast dissemination with easy editing, letting you quickly build awareness of an organization, event or campaign without binding you to a printed product.

### Social media allows you to:

- Update your audience in real-time
- Build a larger network
- Create electronic ads that have the ability to go viral rather than being confined to a set amount of publications.
- Build event pages and allow friends to RSVP, communicate and invite their friends
- Position yourself as a leader

 [Find out more.](#)

**Let social media be the vehicle that drives your next event or campaign instead of spending money on printed promotional materials.**



[Click to see how each service can work for you](#)



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We will be working closely with you to reduce your printing, save you money and give you alternative options that have little to no carbon footprint.