



For Immediate Release  
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## **SGIA Helps Launch Progressive Sustainability Program**

### ***Printing industry program offers third-party verification to sustainable companies***

**Fairfax, Virginia** — Today, SGIA helped launch the [Sustainable Green Printing \(SGP\) Partnership](#) program, a ground-breaking industry effort that offers third-party verification to sustainable businesses.

As a main partner in the effort, SGIA greatly contributed to the formation and guidelines of the program, which includes a registry of imaging companies that have demonstrated real sustainability initiatives.

The registry program was initiated because more corporations and manufacturers are seeking specialty imagers who have implemented policies that address environmental and social issues, said Marci Kinter, SGIA's Vice President of Government and Business Information. "They want to do business with companies that have clearly shown they're operating on a sustainable business model."

Specialty imaging companies accomplish this by complying with the SGP program's sustainability requirements, which Kinter roughly estimated take an average of four months to complete.

SGP-certified print shops not only receive validation for their sustainable business practices, they also are allowed to use the SGP logo on their products and Web site. Already, two SGIA member companies — Pictura Graphics (Minneapolis, Minnesota) and Pratt Corp. (Indianapolis, Indiana) — have become certified as SGP Printers.

SGIA members will enjoy reduced fees to participate in the program and have access to online resources and over-the-phone assistance from SGIA headquarters. Additionally, SGIA will start a series of Webinars geared to companies interested in becoming SGP Printers, with the first Webinar scheduled for November 19 at 2:00 pm EST.

"Providing customers with verifiable data that your company is working to be sustainable will greatly boost your industry standing and credibility," Kinter said. "Participation in this registry is the perfect way to combat consumer eco-fatigue and suspicion of 'greenwashing.'"

Find more details about the program at [www.sgppartnership.org](http://www.sgppartnership.org).

### ***SGIA — Supporting the Leaders of the Digital & Screen Printing Community***

*"Specialty imaging" comprises digital imaging, screen printing and the many other imaging technologies SGIA members use, including those they'll tap in the future. These are the imaging processes and technologies employed to create new products and to enhance existing products including point-of-purchase displays, signs, advertisements, garments, containers and vehicles. Make the most of your specialty imaging business. Take full advantage of the information on [SGIA.org](#), and experience the specialty graphic imaging industry firsthand at SGIA '08 (Atlanta; October 15–18, 2008).*

SGIA press releases and artwork are available at [SGIA.org](http://SGIA.org).