



Voluntary Business Emissions Reduction Campaign
Printing Industry Initiative

Voluntary Air Quality Action Survey for Printers

- 16 voluntary measures identified.
- Survey distributed by mail to ~20 PIVA members in April.
- 4 surveys returned (too small a sample size to draw any conclusions from), BUT responses showed printers already doing many of the proposed voluntary measures.
- 5 one-on-one interviews with printers conducted in August to gain additional input before doing a large mailing to DEQ's list of printers.

PIVA Responses

Currently Do	41 (64%)
Very Likely to Do	5 (8%)
Likely to Do	4 (6%)
Unlikely to Do	6 (9%)
Very Unlikely to Do	2 (3%)
Does Not Apply	6 (9%)

“Very Likely to Do” Responses PIVA Members

- 3.1 Place rags in closed containers (1)
- 3.11 Run jobs using light colored inks during the day (1)*
- 3.12 Avoid maintenance on requiring use of solvents (1)*
- 3.14 Ensure cleaners are applied to shop towels rather than parts (1)
- 3.16 Schedule long jobs to run on Air Quality Days (1)*

**3 of the 5 responses came from the same printer.*

“Likely to Do” Responses PIVA Members

- 3.10 Use print processes that use water based blanket washes (1)*
- 3.12 Avoid maintenance on requiring use of solvents (2)*
- 3.13 Ensure use of low or non-alcohol solution (1)*

**3 of the 4 responses came from the same printer.*

One-On-One Interviews

- Washington Post
- Stephenson Printing
- Gannett Offset
- United Litho
- ColorNet Printing

One-on-One Interviews

Currently Do	52 (69%)
Very Likely to Do	0 (0%)
Likely to Do	0 (0%)
Unlikely to Do	1 (1%)
Very Unlikely to Do	8 (11%)
Does Not Apply	13 (17%)

Conclusions

- The printers interviewed are already doing most of the voluntary measures proposed (several indicated the measures were required by their permit).
- Of those things they are not already doing (mostly related to scheduling), they are not likely to do them due to the nature of their business (customer driven, time and price sensitive environment).

PIA/GATF Input

[Gary Jones, Director of Environment, Health & Safety]

- Hard to get printers to respond to surveys.
- Voluntary projects of this type have not been very successful.
- Those that have worked have been regulatory in nature (i.e. streamlining rules to make it easier to comply).
- Drivers: ease regulatory compliance or reduce costs.
- Printers face competing priorities, one of which is survival. 80% of the industry is 20 employees or less...they are just surviving.
- Will be hard to get off the ground unless there's an incentive/value. Being viewed as a "green printer" is not enough (Great Lakes states example).

Proposed EPA Rule

- Proposed EPA rule covering the lithographic printing industry (Aug 2006).
- Limits VOC emissions.
- Will require printers with heatset presses to purchase and install an oxidizer (expensive).
- According to PIA/GATF, this will happen (end of September?).
- Likely to effect a significant number of printers in Northern Virginia (upwards of 80%).

Next Steps

- Revise survey instrument (Sep).
- Distribute survey to ~1,000 printers in Northern Virginia (Oct).
- Compile and evaluate survey results (Nov).
- Monitor EPA rule (Sep-Nov).
- Determine course of action for implementation of pilot (Dec).