

## Consolidating Your Carbon Footprint

So your company is ready to adapt a green agenda, but you're not sure what steps you should take to consolidate your carbon footprint. Or perhaps you're worried that going green is going to, well, cost a lot of green. The fact is maintaining an eco-friendly office space isn't as hard as it seems. Here are a few areas you should consider when consolidating your carbon footprint.



### **Switch off electronics**

One of the first considerations you should take when consolidating your carbon footprint are your electronic devices. Computers, monitors, televisions, radios, media players and, of course, lights should all be turned off when not in use. For most of us, electricity comes via fossil fuels, so turning off these things can save considerable energy in the long run.

Energy efficient lighting and appliances can also save a lot of energy — not to mention money — in the long run. Look for Energy Star rated appliances, which could qualify you for tax credits, and opt for Energy Star CFL bulbs that save money, prevent pollution and last longer than standard light bulbs. You can learn more about appliances and lighting options at the Energy Star [website](#).

### **Go green with your marketing**



Green marketing is another way you can consolidate your carbon footprint. Printing your business cards, postcards, posters, brochures and other marketing materials on recycled paper with eco-friendly soy inks have a major positive environmental impact and still allow you to look great. In fact, soy inks employed by printers such as Spectrum offer more vibrant colors than standard inks. Get quick pricing for soy ink and recycled paper printing at [Spectrum](#).

Non-marketing paper needs such as in-house memos, forms and invoices could be transitioned to a digital format. Many companies have already gone the way of paperless billing, because it not only has a positive effect on the environment, it saves time and money. In fact, invoicing systems can be entirely automated, saving man-hours and the lights and energy needed to support them.

### **Adjust your wardrobe and the thermostat**

Low-flow flushing toilets are another way to save energy and money; as are switching to LCD computer screens and carpooling to work. Encourage employees to wear shorts in the summer so you don't have to turn on the air conditioning as much and to wear sweats in the winter so you can keep the thermostat down. If you're worried about public presence, take a hint from some other major companies: They allow employees to dress casually for work as long as they have formal attire on hand and can be changed in 10 minutes if a client is to drop by.

### **Recycle, recycle, recycle**

Also, it should go without saying, you must recycle. Paper, aluminum, plastic — they're all recyclable and help to conserve energy. Even better, they save your business money because most communities do not charge for recycling pick-up.

There are literally thousands of subtle changes you can make when consolidating your carbon footprint. This is but a small sampling, and more information can be found with a quick online search. Going green doesn't just help the environment, save time and save money — it lends an air of responsibility to your company that your customers will appreciate.

### **About Us**

Since 1985, Spectrum has provided better printing and service to nearly 5000 small business marketers, business owners and graphic designers. Spectrum combines state-of-the-art capabilities and the industry's best digital and offset sheet fed and web printing equipment with experienced print professionals and color specialists to deliver quality, consistent color matching and 99.8 percent on-time delivery. By offering a 100 percent customer satisfaction guarantee, Spectrum also stands behind every order, every time. Spectrum is your success story!

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