



Leading the way to sustainability

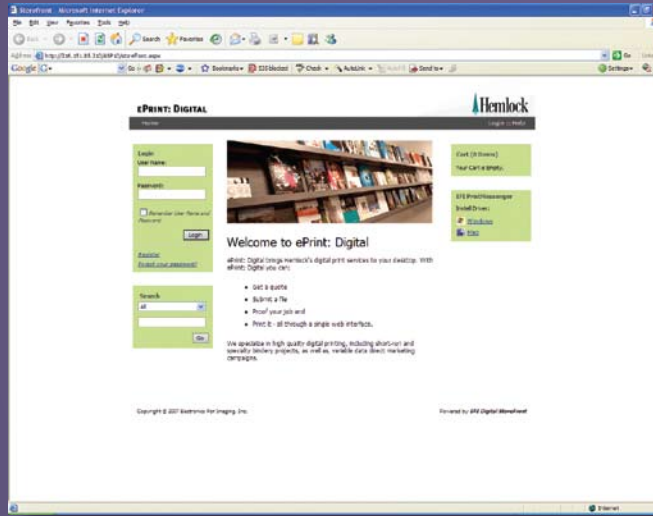
Adobe® Creative Suite® 3 Design Premium and an Adobe PDF workflow contribute to environmentally progressive print service provider's sustainability efforts



The message in the printing community is clear: go green or go home. The demand for environmentally friendly print and packaging materials and practices is skyrocketing, presenting many print service providers with the formidable challenge of completely overhauling their existing equipment, processes, and culture to remain competitive. For Hemlock Printers, however, it's just business as usual.

Hemlock Printers, located in British Columbia, is dedicated to promoting innovative business practices that minimize the company's impact on the environment. This dedication led to the establishment of a Sustainability Committee, which focuses on improving the company's environmental performance and contributing to the introduction of sustainable business practices. These practices include eco-friendly prepress processes predominantly using Adobe Creative Suite 3 Design Premium software and an Adobe Portable Document Format (PDF) workflow.

Hemlock customers can submit Adobe PDF files and native Adobe InDesign files through the ePrint: Digital storefront and the files flow directly into the company's PDF workflow.



“Hemlock’s ability to receive Adobe PDF files and native Adobe InDesign CS3 files through <http://transfer.hemlock.com> provides a seamless workflow with minimum operator intervention through our PDF based prepress system.”

Peter Madliger, vice president of prepress, Hemlock Printers

A tradition of excellence

Incorporated in 1968, Hemlock grew to become a major force in the Canadian and Pacific Northwest commercial printing markets by the 1980s. Today, Hemlock employs 240 people and maintains 5 offices. The company’s integrated resources produce a wide variety of printed materials, from stationery and multi-color annual reports to high-volume commercial printing and limited edition art prints. Along the way, Hemlock has maintained a company-wide commitment to environmental responsibility and sustainable business practices.

Hemlock views its efforts around sustainability as a journey, rather than a destination. “We see environmental responsibility as a continuous evolution in the way we operate our business,” explains Peter Madliger, vice president of prepress for Hemlock Printers. This perspective is evident in how the company receives jobs from customers, the prepress workflow, the proofing process, the choice of paper and inks, and Hemlock’s charitable efforts that reduce waste.

Simplifying orders

Hemlock receives 60% to 70% of print jobs electronically through its website. Advertising agencies, print buyers, or design agencies submit 40% of jobs as Adobe PDF files and 40% as native Adobe InDesign files. Using a web application developed by Hemlock, a job tracker application is opened for each job and managed through a proprietary database.

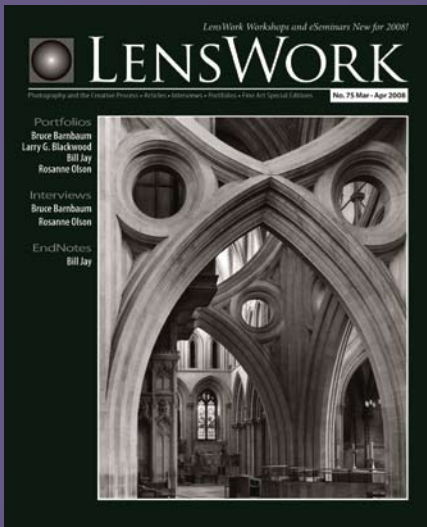
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“Using a complete Adobe PDF solution, from customer supplied digital artwork files to computer-to-plate output, helps ensure correct font assignment, accurate use of color profiles, and preserves transparency settings,” he continues. “An Adobe PDF workflow also reduces processing errors and saves time and resources.”

The right tools

Prepress specialists use Markzware FlightCheck Professional to preflight native files and ensure that fonts are supplied, page sizes, bleeds and color spaces are correct, and the job conforms to the specifications from the planning department. Hemlock makes corrections in the native files or customers re-submit corrected Adobe PDF files.

“Adobe PDF files can be reliably output directly from Adobe InDesign® CS3 software,” says Madliger. “We supply Hemlock-specific



Hemlock's image-editing capabilities using Adobe Photoshop CS3 and expertise in printing magazines for both specialty publications and wide-spread circulations help ensure that customers like *LensWork Magazine* receive the high-quality output they expect.

presets to our clients and make them aware of the advantages of working in an end-to-end PDF workflow. Standardizing with Adobe Creative Suite 3 and print-compliant PDF enables us to complete the prepress tasks more efficiently with lower costs for Hemlock and our customers."

Known in the industry for its fine art reproductions and limited edition prints, Hemlock also applies its expertise to the image capturing process. Image-editing specialists use the intuitive tools in Adobe Photoshop® CS3 software to match the color-separated images to the original artwork.

For catalogs, the digital images Hemlock receives often require image corrections and organization. For this task, the prepress operators take advantage of the unique Adobe Bridge CS3 application. Adobe Photoshop CS3 is used for the detailed instructions on product retouching, shadow creation, and the fine-tuning of the color in the CMYK color space.

Hemlock was an early adopter of the Adobe PDF workflow. Using the Kodak Prinergy prepress workflow system, imposition specialists assemble pages based on press specifications. Once a job completes the prepress process, it is proofed and then plated.

While Hemlock still relies on hard-copy proofs for final color approvals, the company uses soft-proofs for content approvals. Hemlock provides internal and external customers with Reader enabled Adobe PDF proofs that they can markup using Adobe Reader® software. Reviewing work online reduces both

transportation costs and the amount of paper and energy used to operate printers and copiers, minimizing emissions and waste.

Choose wisely

Printers can't avoid using paper and ink, but they can make smart product decisions that support their eco-friendly efforts. In 2004, Hemlock became the first printing company in the Pacific Northwest to receive Forest Stewardship Council (FSC) chain-of-custody certification. FSC certification guarantees the print customer that the FSC paper purchased comes from responsibly managed forests and verified recycled sources. In addition to its FSC certification, approximately 70% of jobs printed at Hemlock use paper containing a minimum of 10% post-consumer recycled content.

Hemlock also strives to use inks that are low in volatile organic compounds (VOCs), which can leach into the soil when printed papers end up in landfills and can also be released into the air as fresh inks dry. "The inks used by Hemlock, most of which are vegetable-based, contain limited ozone-damaging petroleum distillates and minimal volatile organic compounds," states Madliger. "We are currently researching inks that are VOC-free and hope to find an appropriate source in the near future."

The metallic experience

Metallic inks can produce stunning results; however some metallic inks have greater impact on the environment than traditional CMYK inks. To minimize this impact, Hemlock offers customers MetalFX™, a process that uses traditional CMYK process applied

Company

Hemlock Printers

Burnaby, British Columbia

www.hemlock.com

Challenge

- Simplify prepress workflow
- Reduce environmental footprint
- Continue to grow customer base

Solution

- Distribute work over a broad pool of operators who know Adobe InDesign CS3
- Implement an environmentally friendly Adobe PDF workflow
- Use Adobe PDF proofs for customer content approvals

Benefits

- Streamline the prepress process
- Reduce waste by eliminating errors before jobs are printed
- Attract new customers and build customer loyalty

Toolkit

- Adobe Creative Suite 3 Design Premium. Components used include:
 - Adobe InDesign CS3
 - Adobe Photoshop CS3 Extended
 - Adobe Illustrator CS3
 - Adobe Acrobat 8 Professional

Member of the Print Connection Program

Markzware FlightCheck Professional
 Kodak Computer to Plate technology
 Kodak Prinergy prepress workflow system
 Heidelberg Speedmaster presses
 Hewlett Packard Indigo 5000 Digital Press
 Heidelberg PrintMaster QM46 presses
 MetalFX™

Apple Macintosh G4 and G5 computers
 PCs running Microsoft® Windows® XP Professional

Hemlock uses MetalFX, a friendlier alternative to more hazardous metallic products, to produce jobs like the Town & Country Fireplaces brochure. Designers use the MetalFX design kit, which includes color palettes that can be used with Adobe Photoshop, Illustrator, FrameMaker, and InDesign software.



on top of a metallic silver base or a metallic gold base. The metallic ink used in the MetalFX process offers a friendlier alternative to more hazardous metallic products such as foil stamping. The MetalFX silver and gold inks are prepared using organic pigments, and proper handling and disposal of ink waste minimizes environmental impact.

The MetalFX design kit includes color palettes that can be used with Adobe Photoshop, Illustrator®, FrameMaker®, and InDesign software. MetalFX colors are implemented at the design stage, where the designer creates artwork using the MetalFX color palettes and actions. This creates a five-color job, including MFX Base silver or MFX Base gold with CMYK.

Using MetalFX, Hemlock adds a whole new dimension to the graphic designer's palette. "When the design file is sent to Hemlock, we output the five printing plates and print the job using the MetalFX ink system, with the silver or gold being printed first and then followed by the CMYK inks on top," explains Madliger. "The inherent transparency of the CMYK inks enables the high luster of the metallic ink to show through, creating unlimited metallic colors."

Maximizing print runs

To further reduce waste while exercising its corporate stewardship, Hemlock created an initiative called Off Cuts for Charity (OC4C).

The program provides printing services to qualified charitable organizations by offering space on existing print runs, with a focus on charities in the areas of children, public health, and the environment. Charitable organizations that have benefited from this program include the Canadian Red Cross and the BC Special Olympics.

With the OC4C program, the value of unused space on a press sheet is realized for the benefit of charitable causes by enabling them to "gang up." Rather than recycling the unused paper from a print run, Hemlock makes the space available to the community. "Hemlock values the importance of contributing to the community, and this is one way we can continue to practice our commitment to sustainability," concludes Madliger.

Hemlock's sustainability efforts significantly impact the company's environmental footprint—and they have not gone unrecognized. In March 2007, Hemlock was the only company to garner two gold awards at the 2007 Environmental Printing Awards, held in Toronto. The company's reputation as an environmentally progressive printer has led to the acquisition of new customers and created loyalty among existing clients, demonstrating how printers who implement green initiatives can indeed come out ahead.



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