



# **The Green Design and Print Production Handbook: Save Time: Save Money: Save the Planet**

*Adrian Bullock, Meredith Walsh*

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The greening of business has become one of the dominant commercial issues of recent years, with eco-friendly mission statements proliferating and everyone aware of the urgent need to reduce their impact on the environment. Written by experts in the field, this is the first guide to putting ecofriendly policies into action in the print industry. Immediately useful to everyone from publishers, editors and designers to production directors, print buyers and printers themselves, it supplies you with the information and tools you need to make sure that your creative and print process has a minimal negative impact on the world around us. It will also show you how to take advantage of these changes to actively grow your business.

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