

Is “visual pollution” real pollution?

While it's far from our short-term best interest to encourage businesses not to print, the larger reality is that “visual pollution” is real and too much is already printed and displayed. Few eco-conscious individuals believe that increasing the number of billboards, vehicle graphics or other promotional graphics is good for the environment. We are all bombarded with images and words thousands of times a day. It makes sense to evaluate what you really need to print, to do so in the best quality way and to use the most sustainable methods. Ensuring the proper recycling of all of your printed materials can also help. This is what “responsible printing” is about.