

# Climate for Community



## Profile: Alonzo Printing

Alonzo Printing is a full-service commercial printer in Hayward. Alonzo adopted a variety of practices that lower energy and resource use, and reduce waste. Use of recycled paper avoids deforestation and prevents the release of nearly 1,000 tons of greenhouse gas emissions annually, while efficiency improvements to printing equipment and lighting reduced overhead costs and further avoided emissions.



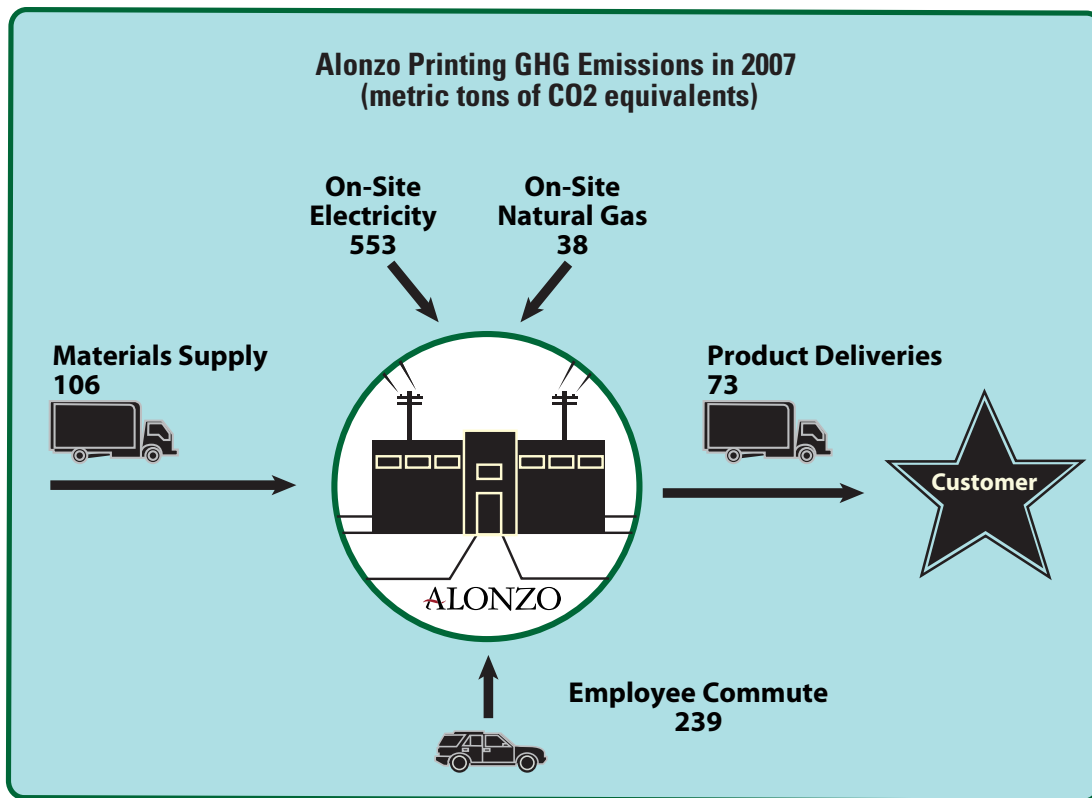
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| Employees                    | 50 - 60  |
| Facilities                   | Commercial printing warehouse; offices   |
| Emissions Reduction Measures | Recycled paper; recycling; equipment improvements; capture equipment heat to warm workspaces |

## Green Elements

- **Sustainable Supply Chain** – In 2007, 92% of Alonzo's paper – the main input to the business - contained recycled waste and 44% contained post-consumer waste. Using Forest Stewardship Council-certified recycled paper puts less logging pressure on carbon-storing trees. In 2007 alone, Alonzo estimates it saved 17,000 trees and avoided greenhouse gas emissions equivalent to taking 200 cars off the road.
- **Operational Efficiency** – By upgrading their press plates, printers and ink sources, Alonzo improved the consistency, efficiency and productivity of its manufacturing process. For example, the introduction of thermal press plates has saved 310,000 gallons of water per year and about one ton of greenhouse gas emissions.
- **Safer Workplace** – Switching to press washes with no volatile organic compounds and non-toxic cleaning products, Alonzo eliminated exposure risks for the workplace and avoided chemicals that produce greenhouse gas emissions.

## Making a Difference and Leading an Industry

*Tracking emissions* – Alonzo and its President Jim Duffy received national acclaim for its “footprinting” estimate of greenhouse gas emissions associated with all business-related activities, such as delivery truck and employee transportation emissions.



## Next Step

*Better Transit Options* - Alonzo employees are working with neighboring businesses to reduce private vehicle use via two alternatives: (1) Organizing a transit shuttle to provide direct transport to commuter rail and other transit hubs, and (2) exploring ride-share and vanpool programs for employees who live far from public transit. Increasing use of public transit and carpooling will reduce tailpipe emissions by avoiding passenger vehicle use and will save employees gasoline, car maintenance, tolls and parking costs.

## Statewide Potential

Businesses like Alonzo rely heavily on natural resources such as trees that play a critical role in mitigating climate change. Forest lands comprise one third of the state's landscape and extract greenhouse gases from our atmosphere. Switching to recycled wood products and investing in forest conservation programs enhances California's forest lands and sequesters greenhouse gases. Reforesting tracts of land that have been heavily logged and planting new trees can produce additional storage of 23 million tons of greenhouse gas emissions per year by 2050.

***Climate for Community: Good for the environment, families and small businesses.***

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