



DPI of Rochester, LLC supports the efforts of those who search for better ways to do business in a "green" mode. What does it mean to be green? The word has a wide range of meanings. To DPI, what green means at its core is clear; something that's green takes into consideration that people and the environment are tied together. Green is the assumption that taking care of our host planet is the same as taking care of us. That is why in late 2006, when DPI was looking to relocate, we had a perfect opportunity to create a "green" work environment and we did.

We used a rating program called LEED (Leadership in Energy and Environmental Design). The U.S. Green Building Council created this rating program and it is based upon six major environmental categories.

- 1.) Sustainable sites
- 2.) Water efficiency
- 3.) Energy and atmosphere
- 4.) Materials and resources
- 5.) Indoor environmental quality
- 6.) Innovation and design

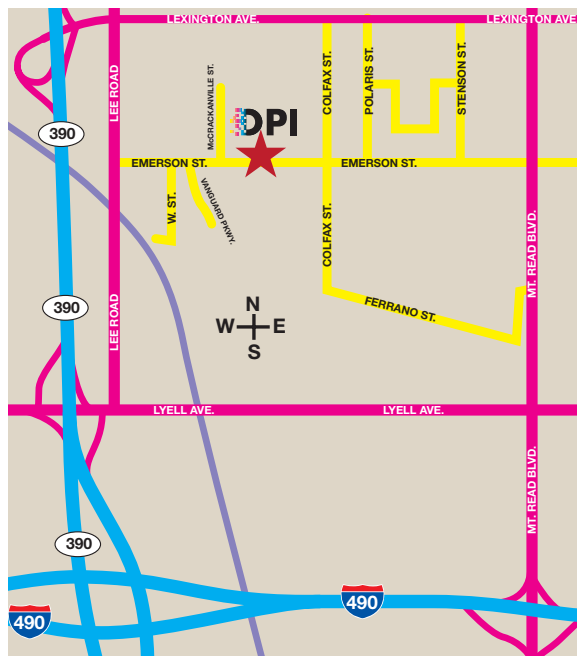
In the layout and design of our new location at 1560 Emerson Street, we used these six steps to create a "green" facility. This brochure will tell how we implemented these steps.



Sustainable sites. What is a sustainable site? It is when you take into consideration the site selection, development density, transportation issues, and other factors to protect the environment. The reuse of an existing structure is the first step toward conserving materials as well as being a good gesture of respect towards its community.

DPI is located on the Former Emerson Street Landfill (FESL). The City of Rochester's FESL, is a former municipal landfill that is currently listed as a Class "3" site on the NYSDEC Registry of Inactive Hazardous Waste Disposal Sites. A "3" classification indicates a site "at which hazardous waste does not presently constitute a threat to the environment." An extensive monitoring program indicates the majority of the waste contained in the FESL is non-hazardous municipal incinerator ash and municipal refuse. This site was primarily used through its history for disposal of ash, derived from the burning of municipal waste at the city's incinerators and for the disposal of construction demolition debris. The first major step toward becoming "green" was purchasing a structure, located on a former landfill.

The geographic location of the facility will also play an ongoing roll in the conservation of resources that are required for transportation (inbound and outbound). DPI's location near major NYS expressways (490 and 390) will minimize travel distances. The location of the facility is central to employees and clients. Employees that live in the suburbs located to the west or the east of the city of Rochester will use less fuel traveling to and from the workplace. DPI is located close to its local clients, which minimizes fuel that is used to deliver finished printed product.



Water efficiency. While many manufacturing businesses have taken action to conserve energy and combat rising fuel costs, few have taken measures to reduce potable water demand and reduce generation of wastewater. Experts project the demand for fresh water will double in the next thirty years if trends continue. Ultra-high-efficiency plumbing fixtures that reduce water required for sewage conveyance, more efficient mechanical equipment and less wasteful water use practices with conventional fixtures lead to significant improvements. Did you know that older, inefficient toilets are responsible for most of the water wasted in American homes and businesses? Replacing toilets with WaterSense labeled toilets could save nearly 2 billion gallons per day across the country. That is why at DPI, when we decided to remodel the rest rooms, we chose low-consumption toilets.

When choosing a drainage system for the new loading dock addition we chose to install a gravity drainage system. What is a gravity drainage system? It is a plurality of parallel trenches that are formed in a level-graded sub-grade beneath the parking lot surface. A main drainage system is provided at the lowest point of the sub-grade. A collector pipe is placed into a trench at one end of the dock sloping downward into the main drainage system. Perforated drain pipes are placed in the parallel trenches to slope downward toward the collector pipe and to slope downward toward the main drainage system to ensure that water collected from the surface will flow down into the collector pipe and into the main drainage system by the forces of gravity without the need for a mechanical pumping system, therefore eliminating energy consumption.

Energy and atmosphere. Opportunities for energy conservation can be found in heating, ventilating and air equipment, air distribution systems, temperature control systems, electrical distribution and lighting systems, and production equipment. DPI has captured many of these opportunities by installing the latest Energy Star HVAC units, using high-voltage direct electrical current, installing metal halide and fluorescent lighting, automatic PIR wall switches, window tinting and installing photoelectric light sensors for our illuminated sign and exterior security lights. This is where DPI has made the most of creating a "green" environment.

DPI installed three new heating, ventilating and air conditioning (HVAC) units. All three units are located on concrete pads on the ground level. Why on the ground? Why not on the roof like most? Well, when a unit is installed on the roof it is not protected from the weather. Therefore the unit will not last as long and the filters will need to be changed more often. The three units also are equipped with airside economizer's. Airside economizer's reduce HVAC energy costs in cold temperate climates while also improving indoor air quality. How you may ask? It is very simple; in a cold climate like Upstate New York we may reuse the outside air to condition the warm air inside the facility. Example: If the temperature inside is calling for air conditioning and the temperature outside is less than fifty-five degrees the unit notices the outside air temperature and the fan draws the outside air inside without conditioning it. In a printing environment the presses will produce a lot of heat. The heat generated from the presses is used to heat the pressroom and bindery departments in the winter months. In the spring, summer, and fall months air conditioning is used to maintain a comfortable atmosphere.

The new HVAC units, lighting, dock levelers, and production equipment were installed using an electrical practice called high-voltage direct current. High-voltage direct current is used for the transmission of electricity, reducing the energy lost in the resistance of the wires. For a given quantity of power transmitted, higher voltage reduces the transmission power loss. Higher voltage can be traded off for lower current. Thus, the higher the voltage, the lower the power loss. The higher the voltage the smaller in diameter of the wire is also used thus lowering the consumption of copper wire used in the installation. Using a direct 480v power supply operates the HVAC units, and dock levelers.

When choosing a lighting system we really stand above the rest. Our manufacturing facility uses metal halide lighting. Metal halide lamps, a member of the high-intensity discharge (HID) family of lamps, produce a high light output for their size, making them a compact, powerful, and efficient light source. The office portion of the facility uses fluorescent lighting. Fluorescent lamps are more efficient than incandescent light bulbs of an equivalent brightness. This is because a greater proportion of the power used is converted to usable light and a smaller proportion is converted to heat, allowing fluorescent lamps to run cooler. A typical 100-Watt tungsten filament incandescent lamp may convert only 2.6% of its power input to visible light, whereas typical fluorescent lamps convert between 6.6% and 15.2% of their power input to visible light. Typically a fluorescent lamp will last between 10 to 20 times as long as an equivalent incandescent lamp.



The pre-press department has individual light switches placed next to every workstation. This allows one operator to have their light on without lighting up the entire room and casting reflection upon the other operator's workstations. The plate-making department has three-way light fixtures. A three-way light fixture allows one, two, or three bulbs to be illuminated at a time. Why not use one bulb on in each fixture? If we need it a little brighter we turn on two bulbs, if we need it really bright we turn on all three. Use what you need, not what you want, a very important step toward being "green".

Automatic Passive Infrared (PIR) switches are installed in all of the commonly used areas such as the cafeteria, locker room, and rest rooms. The automatic wall switch turns lighting systems on and off based on occupancy and lighting levels and is designed to replace the standard light switch. The sensor uses PIR technology to sense human motion in a space and controls lighting. Once the space is vacant and the time delay elapses, lights will turn off. Once the lights are off, the sensor will turn the lights on when it detects occupancy.



When it came time to install blinds at our new facility we opted out. We decided to install window film on every window at the facility instead of blinds. The more windows there are in a building, the greater the benefits of installing sun control window films. That is because they do much more than simply control heat gain or loss. They also improve the safety, security, energy efficiency, and appearance of your building. Window film will keep heat from getting in and you will not have to pay to pump it out. Unlike drapes and blinds, sun control window film rejects up to 79% of the heat that would otherwise come through the window. That can translate into a savings of about one ton of air conditioning for every 100 square feet of glass exposed to sunlight - a noticeable energy savings. In addition to keeping solar heat out during the summer months, window film keeps you warmer in the winter months by reflecting man made heat back into the building. This can reduce heat loss by up to 30%.

When it was time to install security lighting and an illuminated sign we decided to install photoelectric switches on all of them. What is a photoelectric switch? It is a switch that turns lights or other electrical devices on or off depending upon the light. Therefore we are not dependent upon a conventional timer that needs to be constantly adjusted during daylight savings time.

Materials and resources. In addition to using large amounts of energy, water, and materials, printing plants generate comparable proportions of pollution. We have become stewards of the environment and practice source reduction and recycling. We have replaced the use of alcohol dampening systems with aqueous solutions, employing scrap removal systems, reducing paper waste, recycling and reusing solvents and plates, and monitoring air emissions and using vegetable based inks. DPI has a close relationship with local recycling plants such as Metro Waste Paper Recovery U.S., Inc., Metalico Rochester, Inc. and Ashland®. On average DPI recycles fifty tons of paper a month and one ton of aluminum printing plates. We have implemented recycling practices in every department. We have procedures in place for the recycling of paper, printing plates, ink cartridges, aqueous coating drums, metal drums, steel strapping used for skids, old computer equipment, pallets, and plastics. We have also performed an emissions inventory for Volatile Organic Compounds (VOC) and Hazardous Air Pollutants (HAPs). We have filed with the NYSDEC, Air Resources division a Minor Facilities Registration and we obtained a permit for the release of "natural minor" VOCs.



Have you ever taken into consideration the amount of paper towel and hand soap that is used throughout your facility? We have, and we decided to reduce towel and soap usage and waste before it is created by installing enMotion® paper towel dispensers and Kimberly-Clark® luxury foam soap dispensers. The towel dispenser and our EPS compliant paper towel create a one-at-a-time portion controlled dispensing system. The enMotion® dispenser is touch less, high capacity, and dispenses a single towel by putting your hand in motion. The Kimberly-Clark® luxury foam soap dispenser applies a portion of foam in just one push that feels so satisfying in the users' hand that they don't need a second push. It is the little things that add up over time, we recognize that and we are doing everything in our power to eliminate and minimize waste in every area possible.



Indoors-environmental quality. Have you ever been to a printing facility that does not smell like one? If your answer is no, we welcome you to take a tour of our plant. In printing operations, contaminant's in the form of vapors from certain solvents, inks, coating, and airborne offset powders can affect the health of the buildings occupants. This is why HVAC systems must be properly designed, installed, operated, and maintained to ensure good air quality. As stated in the energy and atmosphere section of this document DPI invested heavily into the design and installation of three new HVAC units. We have installed exhaust systems located at the delivery and above the dryer system of the press. We have also installed a make-up air system in our chemical storage room and in our air compressor room. These systems are necessary, to remove harmful fumes, noxious odors, and heat from spaces; to supply sufficient, clean, outside air to replace the exhausted air; and for ventilation purposes.

No doubt you know the importance of odor control when it comes to having a clean image. But if you're using an air freshening system, have you ever asked yourself, "What am I breathing?"

Many air fresheners contain VOCs, alcohol, and other chemicals that pollute the air you breathe. The F-Matic, Inc.® air fresheners located throughout our facility are 100% hypoallergenic and organic. The F-Matic air fresheners use botanical technology, what does botanical mean? Botanical products are those derived from a plant; that's right our air fresheners are made from nature itself. Plants produce germ-killing "essential oils" to protect them from invading microbes, similar to how our bodies produce antibodies for our protection. F-Matic fresheners are a blend of those antimicrobial extracts, and achieve remarkable efficiency and safety profiles.... without using any traditional synthetic chemicals. To put it simply, it is a plants immune system in an air freshener.



Innovation and design. The materials that were used to construct the existing facility and the loading dock addition that DPI constructed in 2007 were chosen wisely. Our facility is a Butler® pre-fabricated steel structure. Virtually all Butler® components are made from recycled scrap metals, the design of the building systems allows the use of fewer construction materials and steel building structural are 100 percent reusable. All finishes applied by Butler® meet or exceed EPS regulations for low-VOC paints. Butler® regional fabrication plants assure that the production is close to most building sites, therefore reducing the transportation of the structure and energy costs. Steel construction reduces energy costs, lifetime maintenance, and the amount of waste material created.



When you consider that around sixty-percent of factory payroll and indirect labor is involved with material handling, you can certainly improve productivity by arranging departments in a strategic way. When we planned the production areas of our new facility we kept in mind the importance of equipment placement, ventilation and air conditioning placement. For example, in our digital department, the air conditioning ductwork is positioned off center of the room and close to our digital presses. The digital presses are static charged; requiring a climate controlled humid environment. The ductwork is placed closer to the press requiring less water to generate humidification for the presses. This reduces the amount of water used to humidify the specific area of the room. We also placed thermostats away from heat sources to eliminate false readings, equipment that required ventilation was placed near exterior walls of the facility keeping ductwork to a minimum.



We are proud at DPI to have been given the opportunity to create a "green" workplace. We will continue to use practices, policies and procedures that tread lightly on the resources that sustain us as commercial printers. We will continue to build relationships with vendors and clients that respect our "green" initiative. If you are interested about learning more about our "green" facility or better yet, if you would like to take a tour of our facility and witness the items listed in this brochure, please contact your Account Representative or the Operations Manager (Jason Colline) at 585-341-3100. You may also visit our website at www.dpirochester.com