



A monthly e-Gram from Harty

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The Harty Press sharpens focus with FSC certification

The Harty Press, Inc. in New Haven, Conn., continues to demonstrate its commitment to environmentally responsible business practices by earning a five-year certification agreement from the SmartWood Program of the Rainforest Alliance and Forest Stewardship Council (FSC.) Harty's clients may now choose to use FSC-certified paper and the FSC logo on their printed product to exercise their choice to use forest-friendly paper.



Harty has been reducing its carbon footprint by recycling its waste paper, cardboard and aluminum plates. In April 2006, Harty worked with the United Illuminating Company to upgrade 100 percent of its lighting to new energy-efficient bulbs. Harty received a certificate for "Community and Environmental Leadership" from UI for its participation. The company was an early adopter of using soy-based inks and alcohol-free dampening solutions.

Harty

25 James St.

PO Box 324

New Haven, CT 06513

Phone: 203-562-5112

[Click here to email us](#)

Stress-Free Print Buying

Print buying can be a daunting task at times, with the myriad of details and choices to make. Try these common sense strategies to make your experience enjoyable and stress-free.

Consider us your partner in every job you produce. By involving us early in your project, you will realize time and cost savings and ensure high-quality materials delivered on time and within budget. Educate us about your concept for the project, and we will suggest colors, papers, layouts and finishes that might shorten the production time or achieve a similar effect at a lower cost.

Develop a realistic timeline. Given today's advances in printing technology, buyers often underestimate the time required between job submission and final delivery. The exact production time depends on the complexity of the project, including the amount of copy that you will need to proof, the size and shape of the piece and any special order papers or finishing choices. Providing ample lead time will save money by avoiding rush shipping charges.

Understand what specifications you need to provide. The more explicit your instructions, the more likely you will be happy with the quality and cost of your final product. One missing piece of information or last-minute change in even a single element— such as quantity, copy, PMS color, paper selection or finishing option— can delay a cost estimate, proof or final production of your job.

Proof your job in detail. We will alert you if we identify errors in your copy, but we are not always familiar with industry-specific jargon, telephone numbers or how to spell proper names. Your print job cannot move into the next stage of production until you sign off on the proof. The longer this process takes, the more likely we will have to reschedule the production of your job. You could incur overnight delivery charges or miss a deadline altogether.

Even if you do not have a job to submit today, give us a call so we can start preplanning your next project. We will provide an outline of required specifications, and you can help us understand your creative and purchasing processes. Together we can create a stress-free print buying experience that will exceed your expectations for quality, efficiency and cost.

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