

## **Key Communications Environmental Policy Publisher of DWM Magazine**

Key Communications is committed to reducing the waste of our Earth's resources. Our environmental mission is constantly evolving, as we learn and research more ways, both big and small, to conserve our resources.

Following are some of the ways we seek to be environmentally responsible:

### **In Our Offices**

- We recycle all of our magazines, and all of our paper used in our offices, as well as our cans and bottles, and other recyclable items, such as our printer cartridges.
- We also seek to conserve electricity as we use energy-efficient bulbs in our offices, turn off our computers at night and take other measures to conserve electricity.
- Employees are educated on a regular basis concerning things they can do daily, not just in the office, but also at home, to conserve resources.
- The company has appointed a Green Officer to oversee these environmental practices, to make sure they are being implemented, and to devise new ways to conserve resources.

### **In Our Magazines and Our Other Products**

- We offer a digital edition for readers at their option thus reducing the amount of paper used and also eliminating the use of fuel to transport the magazines internationally. We also offer the digital edition to those U.S. readers who wish to receive our magazine digitally instead of print.
- When possible we provide items to potential advertisers in a digital format, such as our media kits, instead of printing several thousand copies.
- We also offer daily and weekly e-newsletters in an effort to get news to readers faster and cut down on the paper used in our print versions.
- We cover environmental issues very heavily in our magazine with the purpose of educating the industry on environmental responsibility.
- We offer an extensive section of our website, e-green, with the purpose of educating the industry on environmental issues.

- We offer a tightly honed circulation with no waste, thus everyone who receives our publication has requested it meaning no excess paper or freight costs.
- We attend several green events such as GreenBuild, etc., so to convey these messages of environmental responsibility to our readers.

### **Through Our Printer**

Our printer is committed to environmental responsibility as well. Following are some of the environmentally friendly practices employed by our printer (according to its environmental policy).

- Our printer has installed thermal oxidizers, which reduce emissions to less than one ton of volatile organic compounds (VOCs). Recent testing indicates that these oxidizers remove 97 percent or more VOCS.
- All of the inks are de-inkable, which means there are no heavy metals in the sludge residue left after de-inking. Ink is delivered in 200-pound totes that are returned and refilled, eliminating disposal of containers and waste ink.
- The company recycles all of its waste paper, cardboard, roll cores and metal materials (like press plates). By design there are no drains anywhere in the plant so it is virtually impossible to have any kind of chemical spill. Our printer disposes of all of its other waste materials, like ink, by using companies licensed by the state who dispose of those products by using incinerators, which in turn have converters and oxidizers to remove pollutants from the exhaust.
- Our printer is an FSC-certified facility.

For further questions regarding our environmental policy please contact Key's Green Officer, Tara Taffera, at 540/720-5584 x 113.