



News Release

Smartpress awarded top environmental responsibility credentials from EcoVadis

Runs all-digital printing business based on the HP Indigo 12000 HD Digital Press



February 19, 2020 -- Smartpress, the all-digital web-to-print company, announced it has received the EcoVadis Gold Rating for its environmentally conscious business practices. The status is the highest scorecard within the independent Corporate Social Responsibility (CSR) evaluation company.

Commercial printing services were recently standardized on the HP Indigo 12000 HD Digital Press solution, enabling on-demand printing in any quantity. Today, Smartpress operates the largest Indigo HD fleet in the world. The HP Indigo solution was installed to boost high-quality digital capacity and is also proving to be a highly efficient production solution for Smartpress to deliver services to its clientele of corporate buyers and creatives.

“Smartpress is committed to leading the industry in minimizing the impact of its activities on the environment. We recognize that pollution prevention and resource conservation are keys to a sustainable environment, so we've partnered with EcoVadis to help monitor our environmental impact and direct our sustainability efforts,” said Matt Chapman, Vice President, Smartpress. “Our recent achievement of Gold status proves we’re providing our clients with high quality, socially responsible solutions that achieve a shared vision of sustainability.” Established in 2007, [EcoVadis](#) evaluates corporate sustainability performance in the areas of environment, labor & human rights, ethics, and sustainable procurement. Its unique CSR assessment methodology is based on international CSR standards and covers 21 CSR indicators, 198 purchasing categories and 155 countries.



HP Indigo 12000 HD designed with the environment in mind

HP Indigo presses are designed with sustainability in mind, made with recycled materials, recyclable parts and manufactured CO2 neutral.

“Environmental commitment is becoming an important driver of success in the print market. Smartpress is spearheading this awareness with HP Indigo’s most advanced commercial print solution, designed to further allow print service providers to deliver on-demand, low-waste printing,” said Alon Bar-Shany, general-manager, HP Indigo.

The HP Indigo Liquid Electrophotographic (LEP) digital printing process eliminates offset printing waste such as plates, make-ready and overruns, while producing print that maintains the look and feel of offset, enabling Smartpress to help reduce the impact of print on the environment.

Smartpress also leverages software to maximize the principle area on press sheets, using as many of the paper’s square inches as possible to reduce paper usage.

The HP Indigo 12000 HD Digital Press is compatible with the industry’s widest variety of substrates including more than 1000 choices with environmental sustainability certifications. Smartpress offers responsible substrates such as recycled paper, plant-based materials and FSC (Forest Stewardship Council) certified materials. In addition, nearly all print scraps are carefully sorted and recycled to ensure the highest grade of recyclability. Keeping media to the highest grade ensures it can be recycled multiple times.

In addition, Smartpress is holistically approaching environmental efforts, collaborating with United Nations Global Compact and partnering with [Trees Water People](#) to plant trees in South Dakota to combat climate change. Smartpress also annually donates pallets of leftover paper to local school teachers for art programs.

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