

**Press Release
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Clear Lake Press Goes Green
*Local Printer Improves Manufacturing and Printing Process:
Employees and Customers to Benefit*

Waseca, MN (Jan. 22, 2009)...Clear Lake Press, a national web printer specializing in the production of direct mail components, publication inserts and financial marketing material has gone green to better serve employees and customers.

The quest to “go green” started one year ago when Clear Lake Press began pursuing FSC certification through the SmartWoods chain of custody program. At the same time, they made a decision to eliminate hazardous chemicals and began searching for a pressroom chemistry manufacturer who offered a safer way to print. They also switched to soy based inks and installed a new automatic baler and trim system for all presses and finishing equipment.

“Being a green printer is much more than just using recycled paper and being FSC certified,” said Gene Ross, pressroom supervisor at Clear Lake Press. “In order to make a large scale commercial printer run, chemicals are required to clean and wash the blankets and rollers. Most people don’t realize those chemicals can be hazardous.”

Clear Lake Press has eliminated hazardous chemicals and replaced them with sustainable solutions that are safer for employees and better for the environment. Since making the transition to green printing, Clear Lake Press has experience the following results:

- 92 percent reduction in VOC’s
- 90 percent reduction in hazardous waste output
- Eliminated 1,560 lbs of hazardous parts cleaner fluid and replaced with an aqueous based wash.

“The decision to go green was easy,” said Chris Waldron, pressroom manager and safety director at Clear Lake Press. “We saw an opportunity to provide a safer work place for our employees and be more environmentally responsible, not to mention that more and more of our customers want to do business with environmentally conscious vendors. Today, we’re proud to say we don’t have any hazardous chemicals in our pressroom.”

Overall, the transition was very simple and only required Clear Lake Press to make a few minor adjustments. Collier Supply helped with the training and implementation and the new line of sustainable pressroom solutions can be used on both UV and conventional web presses. The result has been fewer chemicals to inventory and lower overall costs, including longer plate and press roller life

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Clear Lake Press – page 2

“We were reluctant to change, but the benefits definitely outweigh the challenges,” said Ross. “Hopefully more printers in Minnesota will give it a try. I think they will be pleasantly surprised at the results.”

Chris Brown, pressroom supervisor added, “We at Clear Lake Press take the responsibility of looking after the environment seriously and want to ensure its resources are available for future generations.”

About Collier Supply

Founded in 1998, Collier Supply is Minnesota’s premier pressroom supplier. They are the only authorized dealer of Amerikal’s sustainable line of pressroom solutions called Genesis®. The company has grown from an offset blanket converter to the state’s leading distributor of sustainable pressroom solutions. For more information, call 651.777.7305 or visit www.colliersupply.com.

About Clear Lake Press

Clear Lake Press is a national web printer specializing in the production of direct mail components, publication inserts and financial marketing material. For 20 years, they have been helping customers with every aspect of printing. Their digital-workflow, low-overhead production platform and mill-direct paper purchasing are just a few of the features that have helped customers lower their project costs and reduce production times. For more information, call visit www.clearlakepress.com.

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