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LithExcel Communication Services Provider Teams with Xerox to Support the City of Albuquerque's Urban Forest Project

ALBUQUERQUE, NM - LithExcel Communication Services Provider announced that they have partnered with the City of Albuquerque to produce banners and tote bags for the Urban Forest Project Albuquerque.

Approximately 120 banners will be designed by local artists and hung on lamp poles throughout the City. A tree, the project's symbol for sustainability, is the foundation of the designs. Once the banners are removed, they will be recycled into tote bags and sold. Proceeds from the sale of the bags will go towards planting trees and expanding the urban forest.

LithExcel will print the banners on recyclable vinyl on the eco-friendly Xerox 8264E™ large format printer. The company will also print collateral materials for the project, including posters, invitations, programs and certificates on recyclable papers on the iGen 4™, Xerox's newest, high-end digital printer. "We are proud to be a part of this great initiative and to support the community in which we live and work," said Waleed Ashoo, LithExcel CEO and President.

The Urban Forest Project Albuquerque is a sustainable urban forest management and energy program. Since the program was adopted in 2006, the City has planted more than 11,750 trees in parks, community centers and streetscapes. The City has committed to plant 2,000 trees a year and reduce carbon dioxide emissions by an estimated 1,725 tons per year.

To date, environmental and economic benefits derived from the Initiative include;

- City-wide, annual carbon dioxide emission reductions is conservatively valued at more than \$15,000 or \$.07 per tree, per year.
- Conventional air pollutions avoided or removed are estimated at 1.04 pound per tree, per year, with a total annual value of almost \$24,000.
- Storm runoff is reduced by more than 11 million gallons annually, with an estimated value of \$56, 000 or \$2.59 per tree.
- The energy savings from shading and the cooling effects of trees are estimated to be \$170,000 or \$8.00 per tree, per year.

The City's goals include increasing city and private tree planting and management efforts in planned and controlled methods to increase the canopy cover, the number of trees, and associated green space, as well as educate developers and residents on tree issues, to lead by example and to be a model for all New Mexico communities.

LithExcel Communication Service Provider began its transition to a green company in the late 1980s with the recycling of film used in the printing process and waste paper recycling. In 1993, the move to computer-to-plate, eliminating film altogether. Today, all plates used in offset printing are cleaned and recycled. All chemistry used in the development of printing plates is biodegradable and, when feasible, cleaned and reused or recycled. Press solvents are cleaned and reused or recycled and all reclaimed systems are self-contained.

Each year, 396 to 440 tons of paper is reconstituted as pulp and recycled. The company also offers a recycled “house stock” on both the offset press and digital press and encourages its use. “On-going initiatives include recycling of waste and scrap paper and the reduction of “make ready,” wherever possible. Inks are organic pigments with vegetable and/or linseed oil binders, said Ashoo.

Latest statistics from the Print Industries Market Information and Research Organization (PRIMIR), show that printers, in general, are more green than most people think. For example,

- 71% use vegetable inks
- 55% are alcohol-free
- 25% use renewable energy or purchase renewable energy credits
- 95% recycle plates
- 95% recycle paper
- 70% recycle ink cans
- 50% recycle shrink wrap
- 41% have a document environmental management plan in place
- 13% measure their carbon footprint
- 68% measure their energy use
- 46% measure VOC emissions
- 67% are FSC-certified

According to Ashoo, who has spent more than 25 years in the print industry and has been at the leading edge of state-of-the-art industry movements, “You can measure the level of a company’s commitment to the environment and going “green” by looking at three elements: water, energy and emissions. Their consumption, disposal and recycling of water is a real indicator, especially for company’s based in the Southwest. The same holds true for their consumption of energy. Also, be wary of those that proclaim zero emissions. Even noted scientists and the World Think Tank, questions the zero emissions footprints being touted by companies. They agree that in reality, there is no such thing as a totally zero-emissions. But, we can and should be doing everything within our power to reduce and minimize our impact on our environment,” said Ashoo.

“That is why we have committed to participate in the City of Albuquerque’s Urban Forest Project. This effort will help rebuild the canopy in our city; thereby, offsetting the carbon discharge. It will also improve our overall air quality and reduce energy use.”

“At LithExcel, we have made equipment purchase decisions that have enhanced both our market and “green” position. In 2006, we acquired the Xerox iGEN 3-110™ and an iGEN 4™ the following year. The iGen3-110 has a built-in air conditioning system that recycles air to reduce emissions, conserving energy and reducing overall electrical costs,” said Ashoo.

“While other companies were looking at going green as an obligation, Xerox looked at it as an opportunity to do the right thing. Their second generation high-end digital printer—the iGen4, was designed and built “green,” according to Ashoo.

According to Xerox, 97 percent of the iGen4 components are recyclable or re-manufactured. It uses dry inks which are non-toxic and do not require traditional developer. The iGen4 doesn’t generate or use alcohols, chlorinated solvents, acids, or flammable materials; and the exhaust air is cleaner than the intake air because of its advanced filtering system.

Xerox is committed to work with all of its partners in its value chain to reduce waste, energy use, greenhouse gases and overall environmental impact. And, that commitment is evident throughout the company’s product line. For example, LithExcel also operates a Xerox 8264E™ large format digital printer. Hailed as the “Best of Show” at the *2008 Annual On Demand Conference & Exposition*, the 8264E uses a combination of inkjet technology and eco-solvent inks. It requires no ventilation or air purifications systems. It consumes less ink in the printing process and requires less energy to operate. All cartridges are recyclable or biodegradeable

Originally founded as a commercial printing and mailing company in 1989, today, LithExcel Communication Service Provider provides integrated cross media, multi-level and personalized marketing solutions for a variety of customers in a broad range of industries.