

Green IT in the Graphic Arts Industry

Increasing Customer Environment Awareness Elevates Acceptation of Certifications
FSC and PEFC establish themselves after Production and Proof now also with Creatives

Bergisch Gladbach, May 2011

Tecco, innovation leader and trend setter in the market for photo, fine art- and proofing paper, is encouraged with the continuously increasing ecological awareness of their customers and actively supports them with their choice of environment-friendly media. The company which is certified »DIN 9001:2000« since 2004 and certified »DIN 9001:2008« since 2010, holds all non-polluting certifications, in order to accompany their customers towards sustainable environmental protection.

Certifications serve as seal of quality – also stating Tecco’s social and economic competence in a dynamic market: Since 2009 Tecco is »CoC« (chain of custody) certified for the two leading systems »PEFC« and »FSC«. Many papers within the product lines »TECCO:PAPER PRODUCTION«, »TECCO:PAPER LASER« and »TECCO:PAPER PHOTO« are accordingly certified FSC or PEFC – in data sheets, marketing documentations and sales packaging. Tecco’s »EFI 6225XF« is the world’s first proof paper which holds a PEFC certification, also featuring a special back print.

Market & Target Group Analysis: Increasing Significance of Certified Companies and Products

Certification of media **started** in the production market: in this area, where environmental protection control is of major importance, the necessity of reliable and dependable papers were mandatory.

Thereafter certifications found their way into a niche market: the proofing segment – also here, based on increasing expectations and demands. Reason for Tecco to introduce the at that time world’s first and until today world’s only proof paper featuring a PEFC back print: »EFI 6225XF«.

Today certifications are becoming important in the creative market too. On the one hand as a result of the customer’s increasing environment awareness. On the other hand certifications also offer possibilities for differentiation towards competition.

Success Despite of Environmental Protection

»Well-known companies from our core segments: photo, fine art, production and proof, today are progressively using eco-certified printing substrates, knowing that both leading suppliers of the ecological systems FSC and PEFC have programs for environmental aspects (e.g. reforestation), for global sustainable social standards (e.g. fight against wage dumping) and further positive aspects leading to a globalized world. In close collaboration with our manufacturing partners we will meet future requests from our customers, gradually including further ecologically certified papers to our product line and also communicating this«, says Markus Frings, a Managing Director of Tecco.

Photo Caption

Tecco’s Ecological Commitment: Markus Frings with FSC certification for printing substrates and PEFC certification for the company Tecco and for special Tecco papers.

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