

carbon footprint \`kar-ben `fut-print\ *noun*: 1: a measure of the impact human activities, such as...

# C&T Goes Green

BY ANGIE HODAPP

*It might seem strange to read about environmental responsibility in a quilting magazine. However, we're hearing more and more about companies in the quilt industry blazing the trail toward "going green."*

It makes us proud to know that the businesses that drive the craft we're so passionate about are stepping up to protect planet Earth.

The efforts of one such company really caught our attention. C&T Publishing in Concord, California, is one of the largest quilt and craft book publishers in the U.S., putting dozens of new titles in print every season. Still, by making a few changes to the ways they get things done, C&T is not only reducing its carbon footprint and saving big bucks, but it is also setting standards and goals that we encourage other companies—no matter how big or how small—to achieve.

"As a book publisher, with paper a core part of our business," says Todd Hensley, chief executive officer of C&T Publishing, "we are concerned

about the future of the world's remaining endangered forests and the environmental impacts of paper production. We want to do everything in our power to reduce carbon emissions and help fight global warming."

With that spirit in mind, the company formed a volunteer "green team" just two years ago. The group took a look at daily operations and came up with some simple changes. Less than a year later, in November 2007, C&T was recognized as a California Green Business in the Bay Area Green Business Program.

Todd says the greening of company operations has already produced some meaningful savings, too. "It's just smart business to go green. In addition to reducing our carbon footprint, we are

saving thousands of dollars each year by adopting some very simple policies that any business, large or small, can implement."

Through the end of 2008, C&T will have saved more than 40 trees, nearly 14,000 gallons of water, and 40 million BTUs\* of energy. The company has reduced production of solid waste by seven cubic yards and greenhouse gas emissions of nearly three tons. How? Here's what C&T Publishing's green team told us:



ABOVE C&T Publishing's warehouse will soon be powered by solar energy, and its forklifts are compliant with clean air standards.

LEFT The landscaping in front of C&T's Concord, California, office is maintained with environmentally friendly methods.



## Here's how we created A Paper-Free Office

- Reduced paper usage by 30 percent and saved \$10,000 per year in overhead by adopting new paper-use policies.
- Communicated as much as possible by email and by electronic PDF files; printed only when necessary.
- Printed everything on recycled paper.
- Set all computers and printers to print on both sides of every sheet of paper.
- Created notepaper out of any paper that has been printed on only one side.
- Displayed meeting agendas, reports, and other information on a projector instead of printing them for meeting attendees.
- Printed our 2008 catalogs and marketing materials on recycled paper with high post-consumer waste content.

## Here's what we did In the Lunchroom and Restrooms

- Installed a reverse-osmosis water purifier, eliminating the need for a plastic bottled water delivery as well as the environmental impact of having that bottled water delivered. This saved more than \$3,000 in the first year.
- Switched to environmentally friendly cleaning products, including hand and dish soap; carpets are cleaned with Naturell carpet cleaner, a 100 percent organic natural cleanser made from sea kelp.
- Eliminated all disposable cups and utensils.
- Reduced water use by installing low-flow, high-efficiency toilets.

## Here's what we Reuse or Recycle

- Paper
- Packing materials
- Incoming cardboard shipping boxes
- Batteries
- Bottles
- Toner from printers and copiers
- Light bulbs
- Any recyclable material employees bring from their homes

The changes already made at C&T Publishing are just the beginning. In the very near future, the company also plans to power its offices and warehouse with solar panels. It will adopt a tree-planting plan to offset paper usage and battle greenhouse gasses, and it will join the Green Press Initiative, which helps book and newspaper publishers reduce the environmental impact on the world's forests.

Now that you know what a positive impact a large company can make in less than two years, are you inspired to go green in your home, your studio, and your office? We at *Quilters Newsletter* are!

## Here's how we Save Energy

- Cut electricity use by switching to fluorescent light bulbs.
- Reduced emissions by updating our forklifts' exhaust converters to comply with clean air standards that won't be enforced until 2009.

## \*British Thermal Unit.

One BTU is the amount of thermal energy needed to raise the temperature of one pound of water one degree Fahrenheit.

...failing to recycle and burning fossil fuels for electricity, heating, and transportation, have on both the environment and climate change