



NEW YORK STATE SENATOR

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## Monroe Litho Honored as Green Business

JOSEPH E. ROBACH July 12, 2011

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Rochester printing company Monroe Litho is being recognized by the New York State Pollution Prevention Institute for leadership in sustainability with the printing industry.

The company, located in downtown Rochester, earned the Pollution Prevention Achievement Award for its environmental initiatives with High Tech Rochester, the local Regional Technology Development Center. The collaboration helped reduce process waste

by 100 percent and water usage by 5.9 percent, decrease emissions by 29 percent, and reduce fuel used in the transportation of paper by 31 percent.

The New York State Pollution Prevention Institute, housed at Rochester Institute of Technology, presented the award to Monroe Litho during a ceremony at the company's headquarters on June 30.

"It is great to see businesses taking steps to be more environmentally friendly in our everyday lives," says Sen. Joe Robach. "Hopefully the example set by Monroe Litho can be mirrored by other companies throughout the area in an effort to realize the importance of going green to better the environment and our community."

"I congratulate Monroe Litho on once again being recognized for its environmental sustainability and stewardship with the Pollution Prevention Achievement Award," says Assemblyman Harry Bronson. "Through the adoption of sustainable manufacturing practices, Monroe Litho is attaining the goals of enhanced environmental quality and increased economic competitiveness for our state and nation."

Monroe Litho is the only Rochester business to win the Pollution Prevention Achievement Award.

“It’s refreshing to see a company—particularly a leader in the printing industry—take such a proactive approach to environmental stewardship,” Rochester Mayor Thomas Richards says. “Monroe Litho is very deserving of this honor and the city of Rochester is proud to see such a strong commitment to sustainability and sound business practices.”

The New York State Pollution Prevention Institute is a partnership between RIT, Clarkson University, Rensselaer Polytechnic Institute and the University at Buffalo and is funded by the New York State Department of Environmental Conservation.

“DEC is committed to partnering with businesses, coupling economic growth with environmental benefits,” explains DEC Commissioner Joseph Martens. “We are pleased to join the Pollution Prevention Institute in recognizing Monroe Litho for their efforts to decrease emissions, fuel consumption and process waste. This is another fine example of a business sustaining high levels of performance while at the same time reducing their operating costs.”

The institute works to make New York more sustainable by assisting companies in reducing toxic chemical use, solid and hazardous waste generation and overall emissions to the environment. It also encourages industry to efficiently and effectively utilize raw materials, energy and water.

“The New York State Pollution Prevention Institute is pleased to recognize Monroe Litho as a company who promotes and implements sustainability practices,” says Anahita Williamson, director of NYSP2I. “It is through these practices that Monroe Litho is recognized as an environmental leader and will undoubtedly continue to contribute to New York’s economic growth and environmental health.”

Monroe Litho provides multi-color offset printing that includes books, brochures, catalogs and printed literature for businesses. The company is a large supplier to area colleges and universities.

“It’s important to identify and utilize all the programs that lower environmental impact,” says Steve Whittaker, vice president, Quality Management & Sustainability Initiatives, Monroe Litho. “These are must-do initiatives.”

Whittaker, along with owner Chris Pape, worked with High Tech Rochester to help implement sustainability initiatives at Monroe Litho.

“At High Tech Rochester, we have watched Monroe Litho aggressively pursue its sustainability strategy since 2004,” says Mike Haugh, managing director of manufacturing at High Tech Rochester. “In an industry faced with continuing threats from electronic media, Monroe stands out among its competitors because of its focus on sustainable operations and is concrete proof that environmental sensitivity is valued by the market. Chris Pape and his

management team represent Rochester's innovative business community at its best."