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Print company president takes presses in sustainable direction

BY PATRICK O'GRADY

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Bob Anderson sees printing as a green art form.

The president of Phoenix-based Prisma Graphic Corp. has been spinning the printing company in a sustainable way since he and his partners purchased it 10 years ago, when it was on the verge of going out of business. It's revolved around using online connections with its customers to eliminate waste.

"In an industry that's wracked with change, we've embraced the Internet to offer supply-chain distribution," he said.

The company handles printing jobs ranging from business cards to newspapers and magazines. Its online process allows customers to select exactly what they need.

Adherence to precision on orders and using



INNOVATOR
Bob Anderson

TITLE: President

COMPANY: Prisma Graphic Corp.

EDUCATION: Bachelor's degree in advertising in journalism, Northern Arizona University

BEST PART OF JOB: Embracing different ways of doing things

WORST PART OF JOB: Making a big change, such as buying a new press, right before the economy sinks

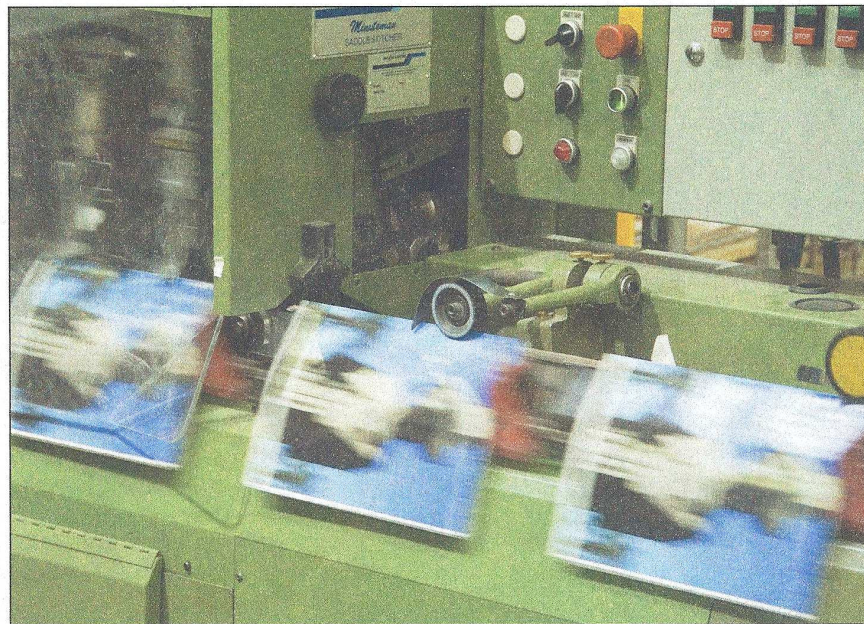
energy-saving equipment and presses have helped the company keep its power usage down, Anderson said.

"Our energy bill is the same in an 80,000-square-foot building as it was in a 43,000-square-foot building," he said, referring to the facility the company moved into five years ago.

Prisma Graphic uses soy-based ink and recycled paper, and its newest press uses about half the electricity of older models. The printing area was designed to decrease noise coming off the presses and to keep the room cool. Much of the company's sustainable work involved planning the facility, Anderson said.

"You can do these things that don't cost you any extra money," he said. "You've just got to think about it."

Its role in sustainability goes beyond what the company does itself. Its online



PROVIDED BY PRISMA GRAPHIC CORP.

Prisma Graphic Corp.'s newest press requires about half the electricity used by older models.

shops, where companies can create their own documents and place orders, is an example of saving its customers time and money.

A decade ago, Prisma started taking on small jobs to create revenue. Now its process is designed, with the help of five full-time programmers, to help customers be as efficient as possible in what they order and ultimately pay for, Anderson said.

The company, which has about 130 employees, recycles nearly 160 tons of paper

a month. Its facility also includes a full-service mailing shop, Anderson said.

The company's focus on sustainable printing has an impact on clients. Sherri May, president of creative firm Sherri May & Co., said working with Prisma has made a difference to her firm's clients, the largest of which is very sensitive to environmental concerns.

"When you look at whether they are a vendor or a partner, they really are a partner," said May.