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Prepared Remarks on The Government Printing Office, Paper, & Sustainability

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Good morning. My name is Bob Tapella. I am the Public Printer of the United States. It is a pleasure to be in Chicago at the NPTA Alliance Annual Convention.

With me today are several folks from the Government Printing Office.

The first is Trish Fritz, who is our executive responsible for sustainable environmental stewardship, one of my top priorities at GPO and one of the top issues facing printers in America.

I also have two very important people from our acquisitions team, including our Chief Acquisitions Officer, Herb Jackson, and the Chief of our Paper and General Procurement section, Sheree Young. Herb and Sheree have a busy schedule over the next several days taking advantage of the many suites at this conference.

As you know, the Public Printer serves as the Chief Executive Officer of the United States Government Printing Office. Our mission is to keep the American people informed about the work of their Government. GPO is one of the largest printing and digital information factories in the world and certainly one of the largest print buyers, too.

The position of Public Printer traces its roots back to Benjamin Franklin and the period before the American Revolution. Franklin served as "publick printer" for Pennsylvania and other colonies and his job was to produce official government documents, just as mine is today. There is a portrait of Ben Franklin hanging over the fireplace in my office, and he looks over my shoulder every day. I'm certain Ben would be fascinated by just how much our industry has evolved

This morning, I will begin by talking about the Government Printing Office and the roles we play. Then I'll discuss paper and conclude with my thoughts on sustainable environmental stewardship.

GPO Yesterday and Today

When GPO was established in 1860, printers set type by hand under candlelight, printing presses were driven by steam, and deliveries each morning to the Capitol were by horse-drawn cart. Since then, every Public Printer has had to adapt the agency to new technologies and new ways of meeting the needs of Congress, Federal agencies, and the American people.

Today, for every day Congress is in session, GPO delivers the Congressional Record and numerous other legislative products and services, as well as information products and services for Federal agencies, all in print and digitally, while also building the digital tools of the future that will enable our Government to work more effectively and efficiently.

It would probably make sense to talk a little bit about the history of GPO, because I believe that our past helps us to define our mission in the future.

Created in 1860 by an Act of Congress, the GPO opened its doors for business on March 4, 1861 – the same day Abraham Lincoln was inaugurated as President. Through war and peace, boom and bust, GPO has produced and distributed the official "documents of our democracy," as I call them.

It was at GPO that the text for the Emancipation Proclamation was set, and it was at GPO that ink was put to paper for the declarations of war sought by Presidents Woodrow Wilson and Franklin Roosevelt. A GPO bookbinder created the leather covers used for the surrender documents signed on the deck of the battleship Missouri in Toyko Bay in 1945.

More recently, GPO produced the official Government edition of the 9/11 Commission's final report in both print and online formats. In 2005, for the Presidential Inaugural, GPO printed a range of materials including invitations, maps, signs, programs, tickets and other products, many of which included unique and unprecedented security features prepared specifically for the first Inauguration since 9/11.

Today, we are printing all of the material for the next inauguration using even more intricate security features – including some never before used in the United States. And we are producing and personalizing the law enforcement credentials that will be used by more than 40 different agencies that day.

On February 4th of this year, the President of the United States submitted the *Budget of the U.S. Government for FY 2009* to Congress electronically. This is the first time in history that the official version of this critically important Government document was delivered electronically. GPO authenticated it by digital signature. This authentication verifies to anyone that downloads the *Budget* that the content is official and unaltered. The electronic delivery of the *Budget* truly ushered in a new era for GPO and the Federal Government.

Where once we solely relied on ink and paper, we now also use electronic ions and integrated circuits, but our job is still the same: to record the words and actions of our Government and make them available for our people.

Our mission and the notion of an informed public is one of the great ideas to emerge in the past millennium. And, it's an idea that was directly related to the single greatest invention of that era: Johann Gutenberg's development of moveable type some 550 years ago.

This was not simply a method of producing ink-on-paper more economically. What Gutenberg did was create a means for easily transferring language to a medium for widespread dissemination. The technologies we have today for accomplishing the same end – computers, e-mail, online systems, and even offset web presses – are all indebted to his vision.

GPO's Four Roles

Let's talk about the modern Government Printing Office. GPO fulfills four primary roles today:

First: GPO plays an integral role in the legislative process by the daily work we do for the United States Congress.

We print about $90 million worth of work for Congress annually. This includes a daily newspaper called the Congressional Record that we run on Hantscho web presses. Congress will give us the copy sometimes as early as 4:00 pm other days as late as 4:00 am and we have the newspaper delivered to their chambers by 9:00 am. A typical week can run anywhere from 3 to 6 million impressions. We also print bills, reports, envelopes, letterhead, telephone books, and pretty much anything else Congress orders from us.

Second: GPO plays a critical role in our Nation's security by producing the electronic passport for the State Department.

Six years ago this was a quiet little $17 million business producing around 8 million passports, which at that time were not much different from the ones we began producing in 1926. Last year, because of the unprecedented public demand for passports, it was a $350 million business and we produced a record-breaking 24 million e-passports that now include an RFID chip capable of holding biometric information. Our dedicated employees worked around the clock for nearly the entire year. This year, now that things have calmed down a bit, it's a $250 million business with an annual projection of nearly 17 million passports.

Third: GPO plays a supportive role to all of the agencies and organizations of the Federal Government as we help them meet their printing and communication needs.

We do this much like a print broker would. Last year we sent nearly 135,000 jobs, with a value in excess of $600 million, to more than 2,500 private sector vendors located in virtually every state.

And finally fourth: GPO plays a facilitating role as we work with the American library community to provide free, open and permanent public access to the documents of our democracy through the Federal Depository Library Program.

With legislative antecedents dating to 1813, the Federal Depository Library Program safeguards the public's right to know by collecting, organizing, maintaining, preserving, and assisting patrons with information from the Federal Government. As institutions committed to equitable access and dedicated to free and unrestricted public use, the Nation's more than 1,250 depository libraries serve as one of the vital links between "We the People" and our Government.

Now that you have a little background on the Government Printing Office, I'd like to change my focus to paper.

GPO uses a lot of paper. Last year, for use in our plant, GPO purchased over 31 million pounds of paper. That included nearly 1.1 billion sheets, or about 214,400 cartons, of xerographic copier paper; 40 million sheets, or 4,000 skids, of non-copier paper; 15 million pounds, or 10,000 rolls, of offset roll paper; 5 million pounds, or 3,800 rolls, of newsprint roll paper; and nearly 1.5 million pounds of security paper for use in producing passports.

I mentioned that GPO is also a very large print buyer. As I noted earlier, we do business with more than 2,500 printers around the country, in virtually every state, depending on who wins the competitive contract awards. We estimate that on 135,000 jobs we procured from the private sector last year, we used over a half a billion pounds of paper. Yes: over half a billion pounds of paper. That's roughly 50 billion standard 8 ½" by 11" sheets. If we were to lay them out end-to-end, they would circle the earth over 350 times.

GPO and Sustainable Environmental Stewardship

Now that I've discussed the roles of GPO, I'd like to switch my focus to how GPO is moving forward with what I call sustainable environmental stewardship.

While they've been around for many years, environmental issues recently have really taken hold in the public's mind. And American companies in all areas of our economy have taken notice. The printing industry is no exception. As printers, we have long had to contend in one way or another with many environmental factors, from solvent emissions to paper waste to the complex industrial chemicals and metals used in our processes.

I think GPO's track record over the past 147 years has been pretty good, again considering the industry. But now we're looking ahead to the future. And the future is sustainable environmental stewardship. This means more than just going green. It means being proactive and making changes so that we are a more efficient operation, making better use of the resources under our control.

This may surprise a few people, but sustainable environmental stewardship is not a partisan issue. It's good business, and it's good Government.

In our industry, we must begin to look at ourselves in our entirety and not just at a few of the segments. There must be a vision for the entire lifecycle of what we produce, from how we source the raw materials to how we produce our products to what happens to the products when consumers are done with them.

That is what we are beginning to do at GPO. In fact, I have appointed an executive whose sole job is to look at sustainable environmental stewardship, and that's Trish Fritz who I introduced earlier. We're looking at our entire enterprise to make certain that we be being good stewards of the resources under our control.

Currently, we print what are essentially two daily newspapers — the *Congressional Record* and *Federal Register*. These are produced on 40% post consumer waste recycled newsprint. They are printed on offset web presses just like those used in the newspaper industry and we have a significant amount of planned waste.

As most of you know, make-ready on offset web presses uses a lot of paper. When printing large quantities it ends up being a relatively small percentage of the paper used in a job. Unfortunately, our quantities printed are continuing to decline, so I would like to see if we could move from web offset to digital equipment to significantly reduce paper consumption.

As you know, digital itself is a key sustainability initiative, and it is at the core of an ongoing transformation of GPO's operations and programs.

Where we continue to use paper, I would like GPO to use more environmentally responsible paper, both in our plant and for our agency customers. This is a complicated issue. Our customers have asked for more sustainable paper choices and I know that there are many challenges we face in providing them options. In addressing paper, we have to include office and publishing paper, as GPO is one of the largest providers of copier paper to Federal agencies.

We have had an open dialogue with the paper industry over the past few months. It has been very helpful as we navigate and determine the parameters for gauging paper sustainability. Last May, I hosted a Paper Industry Day at GPO to listen and learn about paper sustainability from dozens of paper industry leaders from around the world. I'm pretty sure that I had the right people in the room given how many of the companies at GPO's Paper Industry Day are also suite holders here at this meeting, including Abitibi Bowater, Appleton Coated, Boise Paper, Domtar Paper Company, International Paper, Mohawk Fine Papers, Sappi Fine Paper North America, SMART Papers Holding, Wasau Paper, and Xpedx.

Important environmental issues come to mind in the manufacturing of paper. Millions of trees are cut down each year to make paper. Energy is used, water is used, and carbon dioxide goes into the air. There are now ways to make significant, environmentally positive improvements on all of these fronts. With important advances in technology, and now with attractive, high quality paper available, I see the industry becoming a beacon for sustainability. I would like to dramatically increase the use of 100% post consumer waste recycled paper at GPO, provided the industry can meet the challenge of cost and performance.

We've begun testing papers and running them in our Digital Print Center. Additionally, last month, we ran a 40lb white offset 100% post consumer waste recycled paper through our web presses. There was no difference in printability or run-ability as compared to the 30% post consumer waste recycled paper that we've been using for years. We are adding more 100% post consumer waste recycled papers to our qualified products list.

Beyond 100% recycled paper, we need to look at the fiber used in other papers. Have the fibers come from responsibly managed forests? While there are a number of certification programs, only 10% of all the worlds' forests are certified to any system. GPO's customers are asking us whether they can get paper certified by one of the programs. And so, we are making changes to our print procurement regulations that would allow our customers to specify certified papers.

The United States forest products industry is a making great stride toward sustainability from managing the forests to manufacturing to recycling. The U.S. Forest Service estimates an average of 1.74 billion trees are planted in America every year.

Earlier this year, the American Forest and Paper Association announced that 56% of the paper consumed in America was recovered for recycling. This is an all-time high recovery rate. But

it could be higher. Regardless, the focus must remain on innovative practices and improved technologies that protect the environment and provide good jobs while making products that society needs.

Sustainability and the Printing Industry

Moving to the printing industry, I am so pleased that the Printing Industries of America/Graphic Arts Technical Foundation, the Specialty Graphic Imaging Association, and the Flexographic Technical Association have joined together to form one central location for information on sustainable green printing activities.

This new Sustainable Green Printing (SGP) Partnership serves to establish the print and graphic communications industry as a leader within the business community for the adoption and promotion of sustainable business practices designed to reduce the global impact of our industry. The SGP Partnership recognizes that sustainability is a journey and not an endpoint. Accordingly, the criteria used by this recognition program can be expected to expand and evolve over time as new techniques and technologies become available.

Although there is much anecdotal evidence that environmental sustainability is moving swiftly through the printing industry, the hard evidence is difficult to quantify. WhatTheyThink.com recently published a *Primer on Environmental Sustainability in the Commercial Printing Industry.* This special report on green printing is intended to provide a basic primer on the issues facing American printers as they look at environmental sustainability. Perhaps more important, because a survey was conducted of the American printing industry, it also reveals a good deal about how American printers view environmental sustainability today.

I'd like to share a particularly salient fact from this report: The top green practice that American commercial printers say they have currently implemented is to "promote recycled papers as better than 'typical' papers."

I think we all need to understand what this means to us. GPO's customers are asking us for more sustainable paper choices and we are doing business with over 2,500 printers around the country. What are typical papers? How will the paper industry respond?

Sustainabililty and GPO's Digital Future

Where the roles of digitization and sustainability interest, I mentioned earlier that GPO plays a facilitating role by working with the American library community to provide free, open and permanent public access to the documents of our democracy through the Federal Depository Library. Paramount to this program and to GPO's own digital future is the development of FDsys, GPO's Federal Digital System. FDsys is a robust content repository that will have incredible search capabilities for the users.

As valuable as FDsys will be, however, we are still mindful of the environmental impact of digital systems, including energy costs and the looming question of what to do with e-waste such as discarded computers, peripherals, and components.

To tackle that issue, GPO's IT Department has made incredible strides in reducing our energy demand while increasing our functionality and efficiency. We have completed a server upgrade to provide faster and improved search results for our Government publications on our current online dissemination system, GPO Access. This modification eliminated over 20 separate servers and resulted in about a 50% reduction in energy to support this application. All components of the retired servers will be recycled or used for parts within our current operation.

With our continued transformation into a digital platform for information reproduction and dissemination – a transformation that is also going on throughout the printing industry – this is an

opportunity for the printing and paper industry as well to take the lead by showing the complete lifecycle of our products.

Other GPO Sustainability Actions

PI'd like to discuss four other actions GPO has taken at our factory in Washington, DC, to promote sustainable environmental stewardship.

First, we're installing a Solvent Recovery System to reduce our hazardous waste by 90% and reduce the amount of solvent we purchase by at least 60%. In real numbers, we will no longer haul out about 3,300 gallons of solvent and our annual purchase of solvent has been reduced to just 250 gallons.

Second, we're investigating a Total Waste Management System to streamline GPO's current recycling and solid waste program by integrating multiple waste hauling contracts into one. This will help our operation run more efficiently as well as identify new waste streams – which are new revenue sources – and ultimately reduce the amount of waste that leaves our facility and finds its way to a landfill.

Regarding waste, in fact GPO has been recycling waste paper, copper, brass and scrap metal since 1860. In terms of recycling today, GPO recycles nearly 2 tons of toner cartridges, 13 hundred gallons of motor oil, 10,000 pounds of computers and electronics, 33,000 pounds of paper cores, 200,000 pounds of metals, 1.5 million pounds of corrugated boxes, and more than 5 million pounds of paper each year.

Third, we're conducting energy audits on 1.5 million square foot factory. These audits have identified projects that will further enhance our building efficiencies while reducing our operating costs. As in any business, we are weighing the cost and benefits of each project and plan to select the ones that will have the largest impact and/or return on investment. To put some of these numbers in perspective, here's what we spend on utilities: about $350,000 per year for natural gas; about $450,000 per year for water and sewer; about $4 million per year for electricity; and about $6 million per year for steam;

Fourth, we're installing a "green" roof on our factory. This will replace our existing roof in targeted areas with an energy efficient, bio-based built-up roofing system, and should double the life expectancy of the roof, increase equipment efficiency of our chillers located on the roof, and reduce heating demands in the building.

So there you have it: my vision of GPO performing four simply explained but critically important roles, and an agenda for promoting sustainable environmental stewardship throughout GPO and to Congress and our Federal agency customers.

I would like to conclude with the following quote:

> *Our position in the world has been attained by the extent and thoroughness of the control we have achieved over nature; but we are more, and not less, dependent upon what she furnishes than at any previous time of history.*

President Theodore Roosevelt made this observation one hundred years ago during a speech to a national conference on conservation held at the White House in 1908. It's just as accurate today as then, and certainly a call to sustainable environmental stewardship. At GPO, we intend to move forward with this timeless vision so eloquently expressed by one of America's greatest leaders, and we look forward to working with you on this critically important venture.

Thank you.