

Tempe's Caliber Signs is bringing greener banners to the Valley

Phoenix Business Journal - by [Patrick O'Grady](#)

Banners waving in the breeze may be an attractive advertising gimmick, but they don't carry the most environmentally friendly message.

Caliber Signs in Tempe is looking to change that with the help of **Hewlett-Packard Development Co. LP.**

Caliber will use HP's Designjet L65500 to print its banners. The ink it uses is 75 percent water and 25 percent latex, replacing more heavily solvent-based products.

"It brings a new element to help businesses support their sustainable responsibilities," said Mike LaPorte, vice president of business development at Caliber.

Caliber also will use more eco-friendly banner materials, including high-density polyethylene, which can be recycled; textiles; and a recyclable DuPont product called Tyvek.

The city of Phoenix, which has a plan to become one of the greenest cities in the country, was one of the first clients that lined up to buy the green banners when they started printing last month, LaPorte said.

For more: **www.calibersigns.com**.

Repower Arizona localizes national green campaign

Repower Arizona is bringing the national energy-independence movement to the Valley to help wean Phoenicians from carbon-based fuels.

The group opened offices across the state earlier this fall, and this month it launched a Web page designed to chronicle why state residents from all walks of life are looking for renewable energy.

"People are really energetic on this issue, and people are interested in showing why it's important to them," said Beth Pramme, the group's communications director.

The effort is part of the **Alliance for Climate Protection**, launched in 2006 by former Vice President Al Gore. The Repower America campaign is targeting 22 states that could get a big boost from renewable energy sources.

"Arizona is going to be a leader in this," Pramme said. "It's almost a no-brainer. Arizona could be a world leader."

The group is hoping to build a relationship with Arizona's congressional delegation, particularly U.S. Sen. John McCain.

Pramme said McCain could be a key to Arizona's energy future because, as a presidential candidate in 2008, he backed looking for fuel alternatives — although to McCain, that included more drilling in U.S. waters and nuclear power as well as renewables.

For more: **www.repowerarizona.org**.