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## Caliber Signs and HP redefine green promo materials

October 13, 9:13 PM · Green Business Examiner · Shawna Bohan



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Utilizing a new non-toxic water-based ink, [Caliber Signs](#) of Tempe, AZ is the first Arizona company to produce ozone pollutant-free banners and other commercial materials for businesses. According to Mike LaPorte, Caliber's vice president of business development, the new 75-percent water, 25-percent latex ink is an industry first.



Caliber Signs can create vivid, long-lasting, 100% recyclable signage without cost increases and ship them anywhere.

"Our industry has been trying for years to remove the solvents that release dangerous chemicals into our air and environment, while preserving the rich vibrant color that a solvent-based ink is known for. And Hewlett Packard is the one that finally cracked the code."

LaPorte is equally enthusiastic about Hewlett Packard's other eco-innovations, such as the new HP materials that are totally recyclable. HP's Planet Partners Program pays for consumers to ship recyclable banners, flags and posters back to them so they can be turned into new items such as playground equipment.

Each green item that Caliber Signs creates helps to reduce the 1.5 billion pounds of PVC banner materials HP estimates was consumed and ended up in landfills last year alone. According to LaPorte, that's the equivalent of a banner 1,000-feet wide stretching from Los Angeles to New York.

HP green materials include:

- HDPE reinforced banner
- Heavy textile banner
- Photo-realistic poster paper
- Wrinkle free flag with liner

HP is working toward creating recyclable materials for the following:

- Self-adhesives

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While this Examiner is not fond of plastics, especially those that are then turned into PVC playgrounds for our children, this may be a first step toward true eco-solutions regarding marketing waste of all kinds.

For more info: Please see Caliber's video [here](#).

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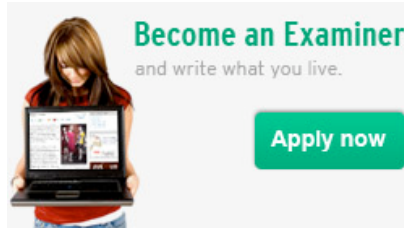
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