

drupa Essentials of Print



The print & packaging industry is a living world and once every four years, it is important for all its stakeholders to meet and share for a better future. At drupa, we promise you inspiration, innovation, knowledge sharing and networking. Each visitor will have his own places to go and must-see hotspots. On the way to this event, we release the “drupa essentials”, a series of articles from designers, brands owners, printers, converters, journalists and influencers. These articles will offer visitors an understanding of the print & packaging world that is transforming rapidly under the umbrella of digitalization, automation and sustainability. So, enjoy the reading and give free rein to your instinct and curiosity under the adage “to each his own drupa”.

We are happy to provide you with this expert article and we would be pleased if you publish it.

Be inspired!

Your drupa Team

Fabrice Peltier – Mastering the Environmental Impact of Graphic Creations

VITA

Fabrice Peltier



Fabrice Peltier is recognized as an expert in packaging design, a pioneer in eco-design, working towards more environmentally responsible packaging solutions. He serves as a consultant and a catalyst for creativity in eco-design for the entire packaging industry, including packaging manufacturers, market players, and eco-organizations.

He regularly gives conferences and writes for multiple professional journals, including Emballages Magazine – Major French publication, where he has been conducting packaging analyses for over twenty years. Additionally, he is the author of several books, including "La Révolution de l'emballage première et deuxième période" and "Pourquoi et comment entrer dans la Révolution."

Beyond his professional work, Fabrice Peltier is an elected local official in his village of Combloux, responsible for waste management, and a member of the SITOM office from Mont Blanc Valley – recycling company. Hence, we can say that Fabrice Peltier is involved with packaging "from cradle to grave" or throughout its lifecycle

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Fabrice Peltier – Mastering the Environmental Impact of Graphic Creations

The common factor in many graphic creations, especially in packaging design, is that they are usually printed in large quantities to meet consumer demands. However, amid the focus on reducing packaging material consumption, one crucial aspect seems to have been overlooked: the environmental impact of printing inks. Often deemed insignificant, the inks used in graphic creations play a more substantial role than we might realize, both in terms of their ecological implications and economic considerations.

Understanding the composition of ink reveals its complex nature, which consists of several components. The pigments, or colorants, provide the vibrant hues that capture attention and differentiate brands. The vehicle, or binder, acts as the carrier, enabling the ink to adhere to various surfaces effectively. Additionally, adjuvants are used to enhance ink properties, ensuring quick drying times or improved resistance to wear and tear.

Each graphic element, typographic character, shape, and color thoughtfully chosen to convey the intended message represents a specific quantity of ink required for reproduction. Embracing an eco-friendly approach known as "eco-inking" - Ink Saving Process, designers can craft top-quality graphic designs while concurrently managing ink consumption during the printing process.

The eco-inking approach is best incorporated during the initial stages of design development, providing an intermediary step based on a well-conceived graphic proposal. However, forward-thinking designers may also consider eco-inking as an integral part of the entire design process, even at the conception of a brand's graphic identity and guidelines.

The core objective of eco-inking - Ink Saving Process - is to optimize ink consumption without compromising the quality and visual impact of the creations. It seeks to achieve a harmonious balance between resource efficiency and creativity. Although changes

made to ink usage might not be immediately apparent to consumers or readers, successful eco-inking initiatives have demonstrated their potential to bolster a brand's environmental credibility and resonate positively with the intended target audience.

Moreover, adopting an eco-design philosophy in graphics goes beyond reducing ink consumption; it encompasses a holistic approach to environmental stewardship. By implementing eco-friendly practices in materials selection and production processes, designers can significantly reduce the environmental footprint of their work.

Notably, eco-inking also presents a compelling advantage when it comes to recycling. Graphic papers, extensively used for packaging and marketing materials, undergo a deinking process during recycling to ensure the purity of the resulting paper. By minimizing the quantities of ink used in printing, eco-inked papers facilitate the deinking process, reducing the consumption of chemicals and energy required to remove inks from the recycled material. This, in turn, minimizes waste production and contributes to a more sustainable circular economy.

For brand owners aiming to reduce costs, "eco-inking" offers a potential source of savings. Using fewer inks directly impacts expenses, and opting for CMYK - or even CMY - printing can deliver outstanding results at even lower costs and with a reduced environmental impact.

The efficiency of the eco-inking approach has been proven by its practical application. Developed over a decade ago, this innovative technique has been meticulously tested on over 250 consumer product packages in France. The results have been nothing short of remarkable, consistently achieving an average reduction of ink consumption by 20 to 25% while preserving the visual appeal and message impact of the original creations.

As a passionate advocate for sustainability and ecological responsibility in design, I firmly believe in sharing knowledge and expertise for the collective betterment of our environment. In this spirit, I have chosen to disseminate the eco-inking technique as an "open source" resource through comprehensive guides and training materials. I encourage fellow designers, manufacturers, and businesses to embrace eco-inking and unlock the potential for positive change in our creative industries. Feel free to reach out and while you visit drupa, not only assume new substrates, new machinery and new technologies will help you to reduce the environmental impact of packaging, also consider new ways to conceive and produce packaging.

In conclusion, embracing eco-inking is not only a means to enhance the environmental sustainability of graphic creations but also an opportunity for designers to stand as pioneers of change in the ever-evolving landscape of design and consumer consciousness. Together, we can make a meaningful contribution to safeguarding our planet's resources and ensuring a greener, more promising future for generations to come.

Quotes

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