



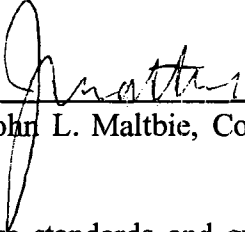
ADMINISTRATIVE MEMORANDUM COUNTY OF SAN MATEO

NUMBER: E-14

SUBJECT: Guidelines for Printing and Standards for Purchasing Recycled Paper

RESPONSIBLE DEPARTMENT: Employee and Public Services

APPROVED:



John L. Maltbie, County Manager

DATE: May 10, 1994

The purpose of these standards and guidelines is three-fold: **first**, the recycled paper standards will align the County with the federal mandates for post-consumer content* in paper; **second**, the printing guidelines will provide direction for departments on printing practices which could achieve significant cost savings; **third**, the printing guidelines will standardize the image of County government to the public.

On October 20, 1993, President Clinton signed an executive order mandating comprehensive recycling programs and the purchase of products with post-consumer content in all Federal agencies. The County currently has two policies on recycling, one on recycled paper and the other on the recycling of products such as oil and tires (attached). The County recognizes that creating an expanded market for recycled products is essential. The paper standards below specify minimum content standards for office paper to be phased in between 1994 and 1998. These guidelines duplicate the Federal guidelines, virtually guaranteeing that products meeting the standards will be available according to the timeline.

The Printing Guidelines serve two purposes: first, they provide direction for departments to use when contracting for printing; second, they will help the County achieve cost savings to offset any additional cost incurred due to the purchase of recycled paper.

In all cases, the recycled/recyclable paper standards and the printing guidelines apply to future publications. Departments should use remaining products and publications and incorporate the new standards and guidelines on their next order.

* *Post-consumer content is the amount of waste paper gathered through recycling used as part of a new paper product.*

Part 1.**RECYCLED AND RECYCLABLE PAPER****Section 1. Recycled Paper Standards**

- (a) Department Heads shall ensure that departments meet or exceed County standards for purchasing recycled paper. The County currently has a 10% price preference policy for companies which sell us recycled paper with 10% post-consumer content. This standard shall remain in effect until December 31, 1994. After that time, Department Heads shall be responsible for departmental compliance with the Minimum Standards outlined below.
- (b) All copier paper and computer paper shall be purchased through the purchasing department contracts. These contracts shall provide paper meeting the recycled content standards.
- (c) Departments shall further the County's commitment to increasing the market for recycled paper by specifying post-consumer content with each order.

Section 2. Minimum Standards for Recycled Content in Printing/Writing Paper

Department Heads shall ensure that departments meet or exceed the following minimum standards:

- (a) The current County standards, including the 10 percent price preference for companies which sell us recycled paper with 10 percent post-consumer content shall remain in effect through December 31, 1994.
- (b) For high speed copier paper, offset paper, forms bond, computer paper, carbonless paper, file folders and white woven envelopes the minimum post-consumer content standard shall be no less than 20 percent beginning January 1, 1995. This minimum content standard shall be increased to 30 percent beginning December 31, 1998. (Federal Government Standard)
- (c) For writing and office paper, book paper, cotton fiber paper and cover stock the minimum content standard shall be no less than 50 percent recovered materials including 20 percent post-consumer content beginning January 1, 1995. This minimum content standard shall be increased to 30 percent beginning December 1998. (Federal Government Standard)

Part 2.**PRINTING GUIDELINES**

In order to ensure standardization and realize cost savings, the County recommends the following guidelines for all County and County-contracted printing:

- (a) Standard sized paper (8½ x 11, 8½ x 14, 11 x 17 or any other size commonly accepted by printers) shall be utilized whenever possible. Publications currently printed on special sized stock shall be modified to conform to recognized standard sizes with the next reorder.
- (b) All printing orders shall specify post-consumer content as described in Part 1, Section 1, Sub-sections a, b, and c of this document.
- (c) Printing shall include no more than two ink colors, whenever possible. Departments should review publications currently requiring more than two colors to see if they can be re-designed.
- (d) Printing including foil stamping, embossing, or other aesthetic features requiring a letter press shall only be used by departments in special circumstances, such as for commendations, resolutions and other purposes designated by departments.
- (e) Departmental business cards shall be printed in one color (as selected by the department), grouped for printing to reduce costs, and only re-designed as necessary.
- (f) Printed documents shall not be designed so that text or graphics "bleeds" off one or more edge, except in cases when such a design does not result in additional cost. Publications that currently incorporate "bleeds" resulting in additional costs shall be redesigned to accommodate this standard with the next reorder.