

## Client: Atlantic Salmon Federation

### Project: Atlantic Salmon Journal

**Project Description** The Atlantic Salmon Federation (ASF) publishes a quarterly journal dedicated to fly-fishing for Atlantic salmon and protecting this priceless species. The Atlantic Salmon Journal's affluent and influential readership is passionate about protecting the environment. Minimizing the journal's environmental footprint supports the journal's editorial profile.

### Challenges & Solutions

ASF partnered with Lowe-Martin to produce the journal in the most sustainable way possible.

- Lowe-Martin purchased clean, renewable, emissions-free electricity from Bullfrog Power to power the manufacturing equipment used in the production of the journal. Lowe-Martin is the largest print manufacturing purchaser of Bullfrog Power in Canada.
- The paper used in the project was certified by the Forestry Stewardship Council (FSC). The FSC® Chain of Custody program ensures that paper is sourced from a sustainably-managed forest and that waste is kept to a minimum.
- Ink usage was kept to a minimum by using 20 micron screening on the cover.
- Carbon emissions in the manufacturing of the paper and in the remainder of the printing process were offset by the purchase of carbon offsets from CarbonZero.

### Outcome

ASF was able to deliver to their readers a high-quality publication on FSC certified paper that supports sound environmental practices while remaining 100% carbon neutral.

At the Canadian Printing Awards in November 2016, the project received the Silver Award in the Most Environmentally Progressive Printing Project category.

By carefully considering their ecological impact and responsibility to the environment, ASF chooses to work with Lowe-Martin to help provide their readers with a premium finished product produced in an environmentally-friendly manner. ASF is satisfied knowing that the production of their environmentally-friendly journal complements their views and those of their advertisers' brands.

