



HARVARD UNIVERSITY PRESS • PUBLICITY DEPARTMENT

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For Immediate Release

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HARVARD UNIVERSITY PRESS HELPS KICK OFF ECO-BOOK PRINTING PROCESS

Harvard University Press is teaming up with Maple-Vail Book Manufacturing Group and Amerikal Products Corporation, two of the printing industry's most progressive and entrepreneurial companies, as part of a groundbreaking initiative creating a new sustainable process that will revolutionize how books are printed and manufactured.

THINKTech™ is an innovative, eco-friendly process that prints books on a heat-set web press without any curing devices, ovens, or blowers, resulting in a dramatic reduction of Volatile Organic Compounds (VOC) and the elimination of natural-gas-fed ovens required in traditional printing operations.

The first book to be printed using the THINKTech™ process will be **THE DISMAL SCIENCE**, by Stephen Marglin, a senior professor in the Economics Department at Harvard University. Published by Harvard University Press, **THE DISMAL SCIENCE** will debut this new process on June 18 at Maple-Vail's York, PA facility.

The new process, which utilizes Amerikal's Thin Ink Film Technology™, was developed after Maple-Vail switched from traditional pressroom chemistry to Amerikal's line of sustainable chemistry called Genesis®. By implementing this technology, Maple-Vail will experience the following results on their web presses:

- Complete elimination of natural gas usage for the ovens
- Dramatic reduction in electricity
- VOC ink levels slashed from 31-42 percent to just under 3 percent
- VOC emissions reduced to a mere fraction of the prior levels
- Increased production efficiency because of the quick-drying nature of the THINKTech™ process
- Elimination of all federal and state regulated toxins such as silicone, federal 313 chemicals and Hazardous Air Pollutants (HAPs)

Harvard University Press, in consideration of the mission set forth by the Harvard Green Campus Initiative to make Harvard University a living laboratory and learning organization for the pursuit of campus sustainability, is proud to be a part of this printing endeavor that will improve our productivity in today's economy, while reducing both our costs and carbon footprint.

The first sustainable book will be printed at Maple-Vail's facility in York, PA on Wednesday, June 18. The printing facility is located at 480 Willow Springs Lane. The media is invited to attend the event from 9 a.m. to 11 a.m. Key executives from The Maple-Vail Book Manufacturing Group and Amerikal Products Corporation will be available for interviews. To RSVP your attendance, please contact Lindsay Hansen at 480.205.6195 or via email at lindsay@ldhconsulting.net.