

AdCoasters and the Environment...

We at AdCoasters consider ourselves one of the leaders in environmentally responsible printing. We not only use recycled paper stock and agri-based inks – we also work sustainability into our production and business practices. We know we share this planet with others and want to make sure it's around for future generations.

Our Reusable Product

Unlike napkins, pulpboard beverage coasters can be reused at many as 20 times before being recycled. Our studies show that up to 2.5 napkins are used per beverage in most establishments increasing waste for both the establishment and local landfills. When we convince a bar or restaurant to move from paper napkins to beverage coasters, we not only make a sale, we significantly reduce that establishment's carbon foot print.

After Reuse, Recycle

Again, unlike paper napkins, pulpboard beverage coasters can be recycled. Just toss the used coasters in with your standard paper or corrugated recycling bin. Like corrugated cartons, pulpboard contains long fibers and is uncoated making it much easier to recycle.

Sustainable Paper Stock

The pulpboard paper material we use to produce coasters contains up to 30 percent post-consumer waste and the virgin fiber comes from only sustainable sources – old growth forest materials never make it into our product. Just like grain, the raw materials that go into our paper stock comes from sustainable tree farms. Additionally, our pulpboard is not super bleached (hence the slight yellow tone to the paper) – less bleach means less harmful chemicals in our environment.

Agri-Based Inks

Our offset presses use agri-based inks (primarily soy) instead of petroleum-based inks. Soybean oil releases far fewer pollutants into the air than do petroleum based inks. Soybean plants are natural CO₂ absorbers and are renewable. Soy ink is removed from paper to be recycled more effectively resulting in less paper fiber damage. And, according to government classification methods, the resulting waste is non-hazardous and can be treated more easily and completely using current methods.

Environmental Production and Business Practices

We encourage our employees to use public transportation by paying half the cost of a monthly pass. Even our company president walks or rides his bicycle to the office. Paper, glass and plastics recycling bins are stationed through out our facility for easy access. We re-tooled our equipment a couple years ago to reduce the amount of polywrap we use in the packaging process significantly reducing the amount waste. Additionally, we reuse returned cartons as long as they're still structurally sound.

We welcome any suggestions you may have to help us become even more responsible to our planet and it's other inhabitants. Please email your suggestions to: info@adcoasters.com



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