

**CRW** *GRAPHICS*

You'll **love** what we can  
do for you....and  
the community

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CRW Graphics  
Community Report

“I strongly believe that if a company does right by the community, the community will do right by the company.”



Dear Friend and Colleague:

Here at CRW Graphics we lead by example. Not only are we a leader in our industry, we are a leader in our community. We are environmentally aware and socially aware as well.

In the following pages you will discover our dedication to sustainability, greener printing and, of utmost importance to me, our dedication to the greater community. At CRW everyone is encouraged to give back.

Many of us serve on boards and volunteer for charitable, academic and community organizations across the Delaware Valley. I'm proud to say that the *Greater Philadelphia Cares Coalition* honored us at a ceremony with the Hon. Michael Nutter, Mayor of Philadelphia. We were recently selected as one of the 25 Best Places to Work in the nation by Printing Industries of America.

As one of our core values, I strongly believe that if a company does right by the community, the community will do right by the company.

Finally, to our clients, I thank you for the continued business and trust that you put in CRW. To you, or any one else reading this brochure, feel free to contact me with any questions or comments. My door, phone and e-mail are always open.

Sincerely,

A handwritten signature in black ink that reads "Harriet Weiss". The signature is written in a cursive, flowing style.

Harriet G. Weiss, CEO  
CRW Graphics, Inc.

## CRW Employees

Our employees are leaders in our industry and their communities. Our average term of experience in the graphic arts and software industries is twenty years. We are proud of our women-owned status and back it up by having a female employment rate of twenty-five percent, very high for our industry.

Our unique *Continuous Improvement Program* is organized, led and staffed by employees who volunteer their time to participate in programs that provide significant results. The results of this program have improved our internal and external processes, shortened our billing cycle, reduced freight charges and improved our scheduling. All of this extra activity helps us better serve our customers.

No matter how well we plan and execute our responsibilities, ours is not a perfect business. We sometimes have issues or make mistakes. Our *Problem ID* system helps minimize errors. Staffed by employees from every discipline, the *Problem ID* committee meets once a month and reviews every reported incident, no matter how trivial. Ranging from bad stock to bad type, short payments or issues with invoices, no problem is too small to escape the documentation required by the system. After reviewing the complaint, the committee makes suggestions and initiates new procedures to avoid the problem in the future. As far as we know, this systematized, documented procedure is unique in our industry and is a key component of our *Total Quality Management* program.

We believe in *Continuing Education (CE)*.

To this end we have run *CRW University*, a monthly program that introduces every employee to all of the departments and services at CRW. This has benefitted us greatly, giving all employees a better understanding of what we do and how it affects our clients. We regularly apply for and receive grants from the State of New Jersey that permits us to participate in *CE* courses given by Rutgers and Rowan Universities. All employees participate in one or all of these courses. Many of our employees attend *CE* classes on their own and have their tuitions reimbursed by CRW.

Our commitment to our employees follows them home. CRW bestows approximately \$20,000 per year in scholarships to the families of our team attending college or graduate school. Maintaining a 2.5 GPA and attending school full-time is all that is needed to qualify. This program has been in place for decades.

## CRW and the Community

Starting at the top, most CRW employees are involved in charitable community organizations—not only donating money but donating their time as well. We serve on boards and roll-up our sleeves. This is part of the mantra handed down from the Weiss family.

They practice what they preach. A few years back a group of twenty CRW volunteers went to the William Penn High school in North Philadelphia to paint bathrooms and clean-up the school grounds. Larry and Mark Weiss led the charge and were there for the entire day.

Below is a partial list of those we have helped in various ways:

Albert Einstein Medical Center	Appel Farm
Boys & Girls Clubs	Boy Scouts of America
Federation Housing	Philadelphia Museum of Art
H.E.A.R.U.S	Susan G. Komen Foundation
Greater Philadelphia Cares	Musicopia
NJ Trail-Lovers	Outward Bound
Pennsauken Youth AA	Project H.O.M.E.
Philadelphia Theatre Company	United Way
University of the Arts	World Affairs Council
WHYY	WXPN

CRW has provided in-kind postcards for the United Nations' Haitian Relief program and we collaborated with Xerox by printing over 75,000 postcards for U.S. troops serving in Iraq and Afghanistan. We are proud to use the power of print to help make a better world.

In addition to rolling-up our sleeves, CRW contributes hundreds-of-thousands of dollars of in-kind work to various charities year round. In lieu of gifts during the holidays, the company makes donations to food cupboards and soup kitchens in our three major markets—South Jersey, Philadelphia and New York. The Philadelphia Business Journal has recognized us for our philanthropic efforts. We were recently recognized by United Way of Southeastern Pennsylvania with the *2010 Live United – Partners in Caring Award*.

## CRW and Sustainability

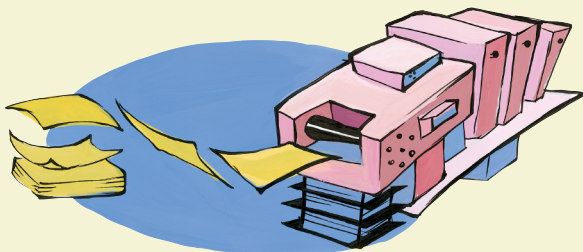
Historically, printers have recycled paper waste, aluminum plates and recovered silver from film processors. These were not altruistic acts of environmental kindness, but a way to generate revenue. For years townships permitted printers to flush certain VOC (volatile organic compounds) waste down the drain! We were then and are now more committed to the environment and sustainability than most of our peers.

When and wherever possible, CRW uses materials derived from renewable resources or with low environmental impact, maximizing recycling and recovery efforts with efficient utilization of renewable energy.

Litho film does not breakdown in a landfill. We have been Direct-to-Plate for over a decade and have been 100% film-free for most of that time. We recycle all of our waste ink and aluminum plates. Though not mandated by our township, for years we have been collecting potentially harmful solvents and products containing VOC's in tanks that are then hauled away by a certified toxic waste-management company.

The oil used in our ink is made from the seeds of the flax plant. A completely renewable resource, flax seed oil (linseed oil), dries faster and harder than inks made from soybeans. Our inks contain approximately 55% vegetable oil. This compares favorably to only 20% in soy-based sheetfed ink.

CRW's new Heidelberg Prinect plating system saves 150,000 gallons of fresh water a year. Our more efficient modern presses use less paper to makeready. We offer digital print solutions for lower quantity printing, saving paper. We repurpose the clean exhaust from our digital press to heat the plant in the winter months. We have replaced all of our light fixtures with more energy-efficient compact fluorescent technology. We have replaced all of our inefficient CRT monitors with flat screens. We have partnered with Constellation Energy in order to guarantee that 10% of all power used in our plant in from wind-generated sources.



## We Love to Hug Trees

The lifespan of a cell phone, laptop or desktop computer is short, and electronics have become the fastest growing waste stream in the world. Much of that waste is toxic. Paper is reusable, recyclable and biodegradable.

Paper pulp is a renewable resource. The pulp and paper industry in the United States plants three trees for every one harvested. Paper mills are becoming Carbon Footprint neutral by generating sixty percent of their own energy. By contrast, the electronics industry uses more than ninety-percent fossil fuels purchased on the grid. Sixty-five percent of all paper is recycled, recovered and reused to make new paper products. Electronic devices have a recycling rate of only eighteen percent.

CRW is certified by the Forest Stewardship Council (FSC). FSC was founded in California to help save the arboreal forests around the world. Our certification guarantees the completion of a custody chain that begins in the forest through the pulp and paper plants, transportation, distribution and through our shop to our clients. We encourage the adoption of changes within the supply chain by recommending the use of FSC papers that do not threaten or harm the environment. Branding your products with the FSC logo assures that the trees used to make the paper were from a sustainable source. Eighty-percent of all paper used at CRW is FSC certified.

Finally, we would like to thank you, our clients and friends for reading our community report and helping use the "Power of Print" positively. We welcome anyone interested in learning more about CRW Graphics to visit our website or contact us via phone or email.





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# CRW goes green

In addition to being FSC certified, CRW has long practiced recycling of waste products, disposing of hazardous waste in a legal and responsible manner and reducing our energy usage. Here are some of the ways CRW has "gone green."

### Renewable Resources

The bases for all our lithographic ink (with the possible exception of metallic and pastel colors) are made from linseed oil, a natural and renewable resource.

### Eliminating Chemistry

We no longer use film or any chemistry in our pre-press and plating process.

### Saving Water

Our new plating process saves approximately 150,000 gallons of fresh water per year.

### Energy-Efficient Monitors

All of our CRT monitors have been recycled and replaced with more energy-efficient flat screen monitors.

### Analyzing Our Carbon Footprint

We have retained a specialist who is currently evaluating all of our energy use and will make recommendations to reduce our carbon footprint.

### Fewer Sheets

Our initial makereadies are on previously printed waste sheets, considerably reducing the count of clean makeready sheet. Our efficient presses use fewer sheets than older conventional systems.

### Regulated Waste Disposal

Blanket wash, pressroom solvents and used rags are all disposed of through a certified waste disposal company.

### Recycling

- All trimmed paper waste is baled and recycled. All waste sheets are banded and recycled.
- Waste ink is recycled.
- We recycle our aluminum printing plates.
- We repurpose the exhaust from the iGen digital press to help heat the plant in winter.



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