



Case Study

Fishprint

Fishprint is a 100% waterless printing company that was established in 2002 and has been a leader in sustainable printing ever since. Specialising in printing products utilising sustainable production methods, Fishprint is a company dedicated to reflecting its environmental conscience. Through waterless printing, the company completely reduces the amount of water and toxic chemicals used, as well as the amount of waste produced during the printing process. With a verified recycling rate of 98.8%, Fishprint establishes unparalleled standards for environmental responsibility and sustainability while conserving high quality and high definition print.

Fishprint has been working with Smart Approved WaterMark since 2014 to demonstrate to customers the water efficiency of its service. Peter Booth, Managing Director, explained the company's objective in applying to the scheme. **"It's a matter of distinguishing our company and proving sustainable practice through third party, independent verification in order to give the general public some assurance,"** he said. Peter described the value that the Mark has provided Fishprint. **"I think it's a respected and recognised label in the Australian marketplace, which helps strengthen our plans of being a sustainable service provider and manufacturer,"** he expressed.



Services Approved by Smart WaterMark

Waterless Printing

Waterless printing eliminates the use of water and chemicals during the printing process by directly taking the ink to the exposed area of the page, which yields both print quality advantages as well as environmental benefits. By employing special plates and removing the use of fountain solution, the waterless printing process greatly reduces contaminated water. The plate processing equipment has been modified to use only 20 litres of water per week, as opposed to 16 litres per minute of running time as used by most other printers. While standard printers waste large amounts of paper setting up colour at the start of each job, Fishprint can set up in just 8 sheets, substantially reducing waste and contributing to tree conservation. Using waterless printing, Fishprint saves approximately 10 tonnes of paper per year.



Water Savings

By completely eliminating the use of water on the printing press, recycling plate processor wash water and using much less waste paper (making paper requires 350,000 litres of water per tonne), waterless printing saves approximately 408,000 litres of water per year.



Spotlight

Peter Booth, Managing Director

As Managing Director of Fishprint, Peter is passionate about sustainability and he believes saving water is a major part of that. He is enthusiastic about moving towards sustainable technology such as waterless printing because it eliminates the unnecessary consumption of excessive water as well as paper, saving both water and trees in the printing process.