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Precise Continental Joins Agfa Graphics' GreenWorks Program

Environmental efforts give specialty printer entry into national green printing club

To say **Precise Continental** has a tradition of environmental responsibility may be putting it lightly. The company sets many initiatives to protect and preserve natural resources and is being recognized as an accredited member of Agfa Graphics' **GreenWorks program**. GreenWorks distinguishes Print Providers in the graphic communications industry who achieve greener outcomes through technology, products, services, and practices.

Founded in 1983, **Precise Continental** has a passion for the creative process and more than 20 years of award-winning printing proficiency. Its brand identity is a culmination of both the customer, employee, and vendor insights. Located a short train ride from New York City in Harrison, New Jersey, Precise Continental sets itself apart by specializing in offset printing, engraving, foil stamping, die-cutting, letterpress, embossing and debossing. A customer-centric focus and time-honored craftsmanship capabilities are the keys to Precise Continental's success.

The company received Forest Stewardship Council Certification: Chain of Custody (FSC) and undergoes annual audits to maintain the chain of custody classification. Precise also uses low VOC inks, recycles 63 tons of paper and cardboard as well as aluminum printing plates. Agfa Graphics' chemistry-free **Azura plates** and the Acento CtP system helps Precise reduce waste, chemistry and energy use.

Azura is an easy-to-use and reliable thermal plate designed for low- to medium-volume commercial printers. Based on Agfa Graphics' ThermoFuse™ technology, which eliminates traditional chemistry and rinse water, Azura plates reduce press time with predictable and consistent high-quality plate making. After exposure, the plate is cleaned with a pH neutral gum in one simple step using the Azura Clean-Out Unit (COU).

"We switched to Agfa Graphics' chemistry-free plates and never looked back," said Sheila Donnelly, Vice President, Precise Continental. "The Azura streamlined our plate making process, eliminating chemistry and rinse water, saving us more than 5,000 gallons of water a week."



All GreenWorks-accredited commercial printers are promoted to buyers/designers interested in environmental responsibility on Agfa Graphics' websites. Agfa is committed to sustainable innovation that focuses on ecology, economy and extra convenience, or ECO³ for short. The GreenWorks initiative celebrates customers that achieve greener outcomes and supports the ECO³ philosophy.

"Companies like Precise Continental are leading the way in the commercial graphic communications industry by applying classic printing services and practices with an eye on the environment. They appreciate that they are able to produce a high-quality print for their clients while reducing waste and disposal costs," said Dave Carey, Senior Product Marketing Manager, Agfa Graphics, North America. "Initiatives like GreenWorks and ECO³ showcase how we are developing cleaner, cost-effective solutions that are easier to operate and maintain both for chemistry-free and for conventional plate systems."

Every GreenWorks customer receives professional assistance to help market their sustainable leadership and a toolkit to help spread the word about the importance of environmentally-safer practices.

Click [here](#) to learn more about GreenWorks and how to qualify for the program.

