



Maryland
Green Registry
MEMBER

The Maryland Green Registry promotes and recognizes sustainable practices at organizations of all types and sizes. Members agree to share at least five environmental practices and one measurable result while striving to continually improve their environmental performance.

Navistar Direct Marketing, LLC



4612 Navistar Drive
Frederick, MD 20876
410-291-2335

www.navistardirect.com

Direct Mail Communications
Member since November 2018

Management and Leadership

Environmental Policy Statement

Navistar Direct Marketing is committed to reducing its impact on the environment. We will strive to improve our environmental performance over time and to initiate additional projects and activities that will further reduce our impacts on the environment.

Our commitment to the environment extends to our customers, our staff, and the community in which we operate. We are committed to:

- *Comply with all applicable environmental regulations;*
- *Prevent pollution whenever possible;*
- *Train all our staff on our environmental program and empower them to contribute and participate;*
- *Communicate our environmental commitment and efforts to our customers, staff, and our community; and*
- *Continually improve over time by striving to measure our environmental impacts and by setting goals to reduce these impacts each year.*

Waste

Solid Waste Reduction and Reuse

Printed material that is going to be used immediately is placed into reusable plastic trays, reducing the continuing need for corrugated cartons.

Recycling

In 2023, Navistar Direct Marketing recycled the following in tons:

- *Mixed Paper – 1,380.545*
- *Cardboard – 149.421*
- *Plastic Stretch Film– 12.973*
- *Aluminum Printing plates – 6.44*
- *Plastic Drums – .28*
- *Toner Cartridges - .043*
- *Mixed Batteries - .638*
- *Antifreeze - .16*
- *Scrap Metal – 19.65*

Hazardous Waste/Toxic Use Reduction

- *Where possible: replaced solvent-based ink with eco-friendly photo-sensitive inks by using a photo-polymerization process that hardens and dries the ink upon exposure to UV light without generating hazardous Volatile Organic Compound emissions (VOCs).*
- *Replaced four solvent based ink jet addressing machines with LED UV Curing ink technology curing machines reducing VOCs and hazardous chemicals.*
- *Purchased 10-color Sheetfed press with LED UV Curing ink technology*
- *Continued use of aqueous based parts washer.*
- *Purchased two ink jet printing presses eliminating the need for solvent ink and wash. This also reduces solid waste disposal.*

Energy

Energy Efficiency

- *Replaced older fluorescent and metal halide lighting with energy efficient LED overhead lighting;*
- *Use of motion sensitive lighting sensors in all office areas;*
- *2022 Transitioned company IT servers to a cloud-based system.*

Transportation

Efficient Business Travel

- *Video conferencing is used when possible for first-time sales appointments to reduce the number of air miles travelled;*

- *Offering virtual trade shows to customers has also resulted in a reduction of business travel.*

Water



Water Conservation

- *Continued use of a fountain solution recycling system that works by recirculating fountain solution through a multi-stage filtration system. This process separates the fountain solution contaminants out while leaving the critical ingredients in. Instead of wasting spent fountain solution every few days, Navistar Direct Marketing replaces the fountain solution every few weeks.*
- *In 2023, Navistar replaced its existing plate processing technology with “process free” printing plates. This eliminated the need for wash water and the associated chemistry normally used with conventionally processed printing plates. Eliminating this process also reduced the demands on our air conditioning systems. By eliminating this process, Navistar reduced electricity consumption by over 121MW per year. In addition, over 32,000 gallons potable water will not be used and discharged to publicly owned treatment plants every year. This is enough to fill a 20 ft x 40 ft inground swimming pool to an average depth of five feet.*

Environmental Certification Programs and Awards



- *Member of [LED-UV Association](#) since June 2018.*
- *Past Recipient of the Frederick County, MD Business Waste Reduction and Recycling Award for “demonstrating a commitment to conserving resources and integrating source reduction practices into their daily workflow.”*

Profile Updated March 2024



Help build a greener, more sustainable Maryland through voluntary practices that reduce environmental impacts and save money.

Learn more at green.maryland.gov

