

## Pollution Prevention Success Story

### I.D. Images

Each year, the Office of Compliance Assistance and Pollution Prevention (OCAPP) in the Division of Environmental and Financial Assistance (DEFA) helps nearly 600 Ohio businesses and other customers improve efficiency and cut costs through waste reduction. The office provides free, confidential assistance through phone consultations, email and onsite assessments.

#### Pollution Prevention Assistance

I.D. Images manufactures converted pressure-sensitive label media for the variable information printing market located in Brunswick, Ohio. OCAPP completed a pollution prevention (P2) assessment to help the company's quality team identify improvements and cost-saving opportunities.

Through aggressive programs to minimize waste, I.D. Images increased the use of recyclable materials and reduced their landfill trash by 37 percent. By minimizing the paper width needed to convert their products and using an industrial shredder that converts waste material into packing for finished products, I.D. Images reduced the cost of packing materials.

Through Ohio EPA's Encouraging Environmental Excellence (E3) program, I.D. Images received the Gold Level recognition for their comprehensive environmental management system and commitment to ongoing environmental stewardship.

#### Financial Assistance

Each year, I.D. Images was sending approximately 370 tons of a difficult-to-recycle matrix to a landfill. OCAPP recommended special balers that could reduce the volume of waste matrix for storage and increase its value as a possible feedstock in another process. I.D. Images contacted DEFA's Recycling and Litter Prevention Grant (R&LP) program for details about the market development grant program and for help finding a local government contact to serve as a potential grant applicant and provide project support.

In partnership with Medina County Solid Waste Management District, Ohio EPA awarded a \$108,027 market development grant to purchase a baler. The baler will be used to prepare the once-landfilled material for the waste-to-energy market.

#### Resources

This success story demonstrates how OCAPP's pollution prevention services can help Ohio businesses increase profits, productivity and efficiency through environmentally sustainable practices. For more information, visit [epa.ohio.gov/ocapp/assst.aspx](http://epa.ohio.gov/ocapp/assst.aspx) or contact our toll-free hotline at (800) 329-7518.



*Ohio EPA Director Butler (second from left) with representatives from I.D. Images at the 2016 E3 award ceremony at Progressive Field in Cleveland.*

#### Pollution Prevention Services

OCAPP provides onsite P2 assessments that focus on areas with the greatest potential for waste reduction and cost savings. Our qualified P2 specialists can:

- review operations to identify ways to reduce waste and save money;
- show you how P2 can help meet your sustainability goals and improve your bottom line;
- identify steps to help you achieve zero waste landfill goals;
- identify ways to substitute materials and use green chemistry to improve environmental performance, process efficiency and profitability.