
KERRI EHRMANTRAUT
Public Relations Specialist
732.580.5101
KerriLynnePR@comcast.net

GREEN DESIGN FIRM, RIZCO DESIGN, SPOTLIGHTED IN EBOOK

“Graphics Gone Green: Ways to Go Green Without Losing Your Shirt” is an eBook and Print-on-Demand Book for Creative Professionals



11 Parker Avenue
Manasquan NJ 08736

t [732] 223 1944
t [212] 697 1650
f [732] 223 1163
rizcodesign.com

MANASQUAN, N.J. (November 16, 2009) – Rizco Design is committed to marking their commitment to the environment. As designers they take responsibility for environmentally sound decisions made on a daily basis and for the past two-and-a half years, the award-winning, green design firm has been continually dedicated to inspiring others to make one small change that can make one big impact on the environment.

So it's no wonder the firm was chosen to be featured in the new Rods and Cones, Inc. eBook (PDF) and print-on-demand book, “Graphics Gone Green: Ways to Go Green Without Losing Your Shirt,” launching online on November 15. The book highlights sustainable workflows for creative professionals, including graphic designers, product designers, web designers, print buyers, and production staff. At a time when the printing industry is in a period of deep transition, and the design industry is fundamentally rethinking standard ways of doing business, consumers and companies are beginning to embrace the idea of becoming more environmentally sustainable. “Graphics Gone Green” showcases the new technologies, ideas, and spotlights people with innovative ideas who have steered their company toward sustainable green practices.

Debra Rizzi, founding partner of Rizco Design, knows first-hand of the challenges and solutions for becoming more efficient and environmentally friendly, not only in the creative process, but in the office. In May 2007, Rizzi led her firm in the launch of Beleaf, an eco-educational mission and measurable plan of action, and in a one-on-one interview, she tells of her own experiences for how the company became accountable for their actions and the steps taken for reducing the firm's carbon footprint. From recycling (the company donates their computers every two years) and using only recycled products in the office, to switching to 100 percent green power, going all digital and mandating that all of the offset printers be FSC-certified, she discusses the specific steps for how her company took responsibility and transformed their offices, and how they conduct business, into an eco-friendly operation. Additionally, Rizco Design's

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Beleaf Report Card, an online report card which grades the sustainability of their clients' projects once they are completed, is prominently featured in the book.

“We are proud to be a part of ‘Graphics Gone Green,’” says Rizzi. “As a company that is dedicated to educating clients and other designers about the positive impact that ‘green’ design, paper purchases and printing can directly have on the environment, we felt strongly that this book was in-line with our beliefs and was just one more way that we can influence a positive change.”

“Graphics Gone Green” was created and designed with a minimal carbon footprint. It is one of a very small number of ebooks that was designed to be read digitally, with a unique interface, vibrant design, and multimedia functions. It can be purchased and read online at www.graphicsgonegreen.com and www.blurb.com, where books are printed on-demand, one at a time, so there's no spoilage, overages or warehouse costs.

For more information on Rizco Design, visit www.RizcoDesign.com.

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About Rizco Design:

Located in Manasquan, NJ, Rizco Design is a green, graphic design firm specializing in brand communication through print, interactive and promotional design. Rizco Design services clients, both small and large, who place a high value on their visual image and believe strongly that quality design is essential to building a successful brand. In May 2007, the firm launched Beleaf, a measurable sustainability program that ensures that a percentage of each of their client's jobs is environmentally friendly. In June 2008, Rizco was the first graphic design firm accepted into the Environmental Protection Agency's Climate Leaders Program. Rizco recognizes that small changes can make a big impact – especially where the choice of paper and printing can directly effect the environment. Rizco Design is an award-winning firm and was recognized in *Graphic Design USA's Going Green* Edition, October 2008 and is also being featured in HarperCollins Publishers' *The Big Book of Green Design* on November 17, 2009. For more information, visit www.RizcoDesign.com.