

Businesses think green

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cyclable or can be replaced, extending its life and reducing the waste material it produces.

Registered with the Environmental Protection Agency, the company uses soy-based inks and non-hazardous cleaning materials. Swifty also carries a brand of stock made by Mohawk Paper Mills, which has used wind-generated electricity for several years.

"They've gone very green," said Swifty's owner Chuck Pappas referring to Mohawk. "We try and buy from companies that have the same philosophy as us."

Pappas added Swifty's employees are taught to think green when dealing with the company's waste.

"Everybody here's aware that that has to go through a process," he said.

If that wasn't enough, Swifty also lets its customers contribute to a healthier planet. Print jobs can be ordered, proofed and approved via the Internet, eliminating the need for travel to and from the business and further reducing paper waste.

For nearby Out of the Woods Construction and Cabinetry Inc., responsibly disposing of left-over material poses a challenge also. The company designs, remodels and builds residential kitchens and bathrooms. The construction industry, of course, produces more than its

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Greg Antonioli

Owner of Out of the Woods Construction and Cabinetry Inc.

share of excess material. But for the environmentally conscious builder, said owner Greg Antonioli, it creates an added burden.

Antonioli moved to Massachusetts from California more than a decade ago, and said his former state tends to be more environmentally conscious. His plans to revolutionize the industry into an earth-friendlier version of itself, however, have largely been limited to his own business.

Although resource-conserving materials and fixtures are available — new toilets can be had with different modes of flushing power — they are on the whole more expensive. But as they gain greater acceptance and prices fall, said Antonioli, their use will become more widespread.

In an industry that has typically been "thick headed" when it comes to recycling, said Antonioli, it's tough to go against the grain. Jumping in a Dumpster to retrieve that recyclable piece of cardboard, he said, can get one laughed at. Instead of just mixing up all the material in a heap to be discarded, the company pays extra for its on-site Dumpster to recycle the refuse.

"It's just a personal thing of mine," he said. "Hopefully, I hire a lot of people like me, and they follow suit. Definitely, the easiest thing is to throw everything in one box and let it go"

In addition to the extra cost of the Dumpster, labor also makes operating earth-friendly a little more expensive. Separating the materials into their recyclable categories has become part of the job description.

"We look at it as just the normal cost of doing business just because it's the right thing to do. There really shouldn't be any question about it," he said.

Arlington Swifty Printing is at 1386 Massachusetts Ave.; its phone number is 781-646-8700. Wana-maker Hardware is at 1298 Massachusetts Ave.; its phone number is 781-643-1900. Out of the Woods Construction is based at 33 Ryder St.; its phone number is 781-641-3332.