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BUSINESS JOURNAL BY SUZANNA STAGEMEYER

Hallmark of conservation

Hallmark Cards Inc. has been a leader in the environmental movement for decades.

Hallmark began recycling paper in the 1940s and has used recycled paper in products and packaging since the 1970s. In the 1990s, the company created a corporate environmental conservation program.

Examples of Hallmark's efforts include making the transition from petroleum-based inks to water-based inks, decreasing solid waste by 70 percent and hazardous waste by 90 percent, incorporating recycled paper stock in card lines, encouraging employees to use public transit or ride-share, and developing a rain garden at the company's Kansas City headquarters.

Hallmark's cafeteria food waste goes to Missouri Organic Recycling, which turns the waste into compost. The effort is part of the Kansas City Regional By-Product Synergy Project, which connects companies where one's waste might be another's fuel. Now, some of the compost is used in Hallmark's rain garden.

Hallmark, which had revenue of \$4.1 billion last year and employs 16,000 people nationwide, is a founding member of nonprofit Bridging The Gap's Environmental Excellence Business Network, a group of local businesses that promotes environmental, social and economic sustainability. The By-Product Synergy Project came about through that network.

