



# Superior Ink Printing Starts 2017 with a Greener Mission

*Denver-based Screen Printing Company Superior Ink Receives Certifiably Green Denver Certificate*

DENVER, CO, UNITED STATES, February 23, 2017 /EINPresswire.com/ -- Sustainability is no longer a trend, it's a way of life, and it's here to stay. For businesses, it is a way to stand for what is right and to lay the foundation for future success. For one local business, the time is now to make these changes before it's too late. [Superior Ink Printing](#) has been undergoing a major transition to turn their company into quite possibly the greenest screen printing and design company in the Denver, Colorado area. They are proud to announce they have just received their Certifiably Green Denver certification for businesses.

Recent nominee to the Public and Environmental Health Innovation Award 2017 from the Department of Environmental Health, Superior Ink Printing is making an impact felt throughout the community. Getting to this point was no easy task though. It has been an investment of both time and money. To qualify for the Certifiably Green Denver certification, a business must go through a full assessment process by a Certifiably Green Sustainability Advisor and make all necessary changes prior to receiving their certification. These range anywhere from implementing a filtration system for the drains to installing a recirculating tank for washing the screens and squeegees. Changes like these meant less went into the trash or down the drains.

They have taken this transition seriously and have gone above and beyond the standard necessary for this certification. They have converted to all green cleaning solutions and are even offering water-based printing options. In an effort to do as much for their community as possible, they even donate their excess apparel to local shelters and organizations to help those in need. Any t-shirt scraps that are left behind are reused as rags in the shop. By doing this, they are able to minimize almost all of their textile waste.

"When we first started this transition a year ago, it had nothing to do with getting a certification, it was about doing what we knew was the right thing to do. The certification has become a marker for us to show ourselves how far we've come," says Founder and CEO, Dominic Rossaci. "Our original inspiration came from Patagonia, the true innovators in this area. They use only sustainable and environmentally sound processes and materials when creating their products. They made a tough decision from the start to make this their priority no matter what, and have stayed true to their brand and their mission. We, ourselves, hope to be inspiration for another young company someday by making these changes today."

With a mission statement of "Quality is our focus. Integrity is our passion.", it's no surprise this dynamic company has had no problem making this tedious transition. As a company, their goal has become to show their competition that you can be successful and still be environmentally conscious. Superior Ink Printing encourages their fellow screen printers and local Denver businesses to join them in minimizing their environmental footprint. "A company needs to make a clear choice to make this decision, and we have done just that," says Rosacci. "Any company can do this, they just need to make it a priority. Together, we can make a difference."

## About Superior Ink Printing

Superior Ink Printing is a premium crafted apparel and screen printing company based in Denver, CO. With over 10 years experience, Superior Ink offers sustainable printing options such as water-based ink and direct to garment printing. They have recently partnered with Life SA and started a new blank clothing line called Allmade to combat the unfair wage issues plaguing Haiti. Superior Ink Printing is a passion fueled by the collective commitment to break the cycle of unethical textile production.

For more information about Superior Ink Printing, visit [www.SuperiorInkPrinting.com](http://www.SuperiorInkPrinting.com). For media inquiries and requests for hi-res images, please contact Rachel Czyzynski at [Rachel@NewLightCommunication.com](mailto:Rachel@NewLightCommunication.com).

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