



Crush Creative Manages Its Impact To The Environment With The Crush Creative Green Initiative

For Immediate Release

BURBANK, Calif./EWorldWire/April 18, 2007 --- Crush Creative, a Southern California based visual communications agency is dedicated to pioneering the green movement within the graphics industry.

Crush Creative is committed to working locally and nationally to improve the social, economical and environmental well being of our global community. Crush's goal is to foster partnerships with area businesses, community leaders and neighbors to create a cleaner, better place to work and live.

Crush has eliminated all environmentally sensitive photo processes involving silver halide technologies and performs voluntary self-monitoring effluence through the City of Burbank on a quarterly basis.

Additional green initiatives include the use of low-emission delivery vehicles and the reduction of their delivery fleet by fifty percent. Crush has implemented a recycling system which re-circulates the water throughout the production area and the installation of flapper doors at all exterior access points has resulted in a fifty percent reduction in energy consumption.

Some of the other ways Crush is helping to conserve energy, recycle and reduce waste include the installation of a trash compacting system to bundle and recycle all cardboard and paper and the re-use of large shipping containers where practical. Crush Creative is utilizing and adopting green materials and inks in any applicable processes.

Crush Creative is a member of the Merisel group of graphics companies and has been a major supporter of the creative community for over forty years. Producing the finest in visual communications, Crush is one of the largest digital imaging, creative services and finishing companies on the West Coast.

Merisel is a leading supplier of graphic image arts in the United States with offices in New York, Chicago and Los Angeles. Merisel's mission is to provide Graphic Solutions - Designed to fit your image. This is achieved through four wholly owned companies.

HTML: <http://www.eworldwire.com/pressreleases/16869>

MOBILE: <http://e4mobile.com/pressreleases/16869>

PDF: <http://www.eworldwire.com/pdf/16869.pdf>

ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/1668.htm>

LOGO: <http://www.eworldwire.com/newsroom/1668.htm>

CONTACT:

Barry Polan

Crush Creative

1919 Empire Avenue

Burbank, CA 91504

PHONE. 818-842-1121, ext.3015

FAX. 818-562-1063

EMAIL: barry.polan@crushcreative.com

<http://www.crushcreative.com>

KEYWORDS: Crush Creative, Merisel, Printing, Vutek, Advertising, Communications, Lambda, Icut, Graphics, Display, green, environment, recycle, global warming

Los Angeles
+1 213-596-0850

Chicago
+1 312-224-4653

New York
+1 973-252-6800

London
44-20-7078-7269

*Communicate News**
+1 888-546-NEWS (6397)

EWORLDWIRE®

SOURCE: Crush Creative