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### **MRS. GROSSMAN'S AND PARAGON LABEL CERTIFIED GREEN**

#### **The Only Commercial Label and Sticker Printing Company in Sonoma County Becomes a Bay Area Green Business**

PETALUMA, CA – Two of Sonoma County's most popular printing companies have been officially certified Green by the Sonoma Green Business Program. Paragon Label, which is a division of Mrs. Grossman's and operates under the same roof, began the compliance certification process more than a year ago.

"We are very proud to be the only commercial printing company in Sonoma County with a Green certification," says Jason Grossman, president of both companies. "We've been innovating sustainable environmental practices for more than a decade and to be recognized and acknowledged for our efforts is a source of pride to all of us."

Each year the companies recycle more than 370,000 pounds of pressure-sensitive paper and Paragon offers to recycle their customer's waste paper as well. All printing is done with water-based inks and more than 72,000 gallons of water is treated and cleaned at the company's on-site water treatment facility. 100% of all chemicals used in film and plate making are recycled and unused inks are stored for future use or recycled into fuel. The facility boasts drought-tolerant landscaping and all warehouse lighting is motion activated.

"For three years in a row we've been awarded the PG&E Innovative Leadership Award for participating in their Demand Response Program," says Jason, son of Andrea Grossman, Mrs. Grossman's founder and the pioneer of the decorative sticker industry. The companies are also investing in a statewide carbon-offsetting program that is dedicated to conserving and restoring California ecosystems as well as instigating other environmentally friendly practices.

Mrs. Grossman's, the oldest and largest decorative sticker company in the country, was founded in 1979 by graphic designer Andrea Grossman and Paragon Label was launched by Jason Grossman, almost a decade ago. Both companies are recognized for their high quality printing and cutting edge printing processes including laser-cutting, hot foil stamping, silk screening, embossing and precise die cutting. Paragon Label customers include some of the finest wineries in the area including BR Cohn, Don Sebastiani & Sons and Billington Wines and Mrs. Grossman's stickers are sold and recognized all over the world.

Both companies allow employees to bring their dogs to work and hire and celebrate the skills of developmentally challenged adults.

