



## **Dog Ear Publishing Goes Green**

*Dog Ear Publishing, a leader in self publishing, takes an environmentally responsible approach to publishing books.*

Indianapolis, IN, May 15, 2008 --(PR.com)-- Dog Ear Publishing, a leader in book publishing, is going green.

“Our approach has always been to be the best and smartest choice for authors” says Miles Nelson, partner of Dog Ear Publishing. “Building beautiful books doesn't have to be harmful to the environment. We only use recycled papers with a minimum of 20% post consumer waste.”

“We want our carbon footprint to be as small as possible with every book we publish. We only print books as they sell. No need to print a garage full of books. That's the beauty of Print on Demand - no waste and never any unwanted books.” In the past, traditional publishing required large print runs with lots of spoilage. “Unwanted inventory wound up in landfills” said Nelson.

Print on Demand or digital printing is brand new technology whereby books are printed quickly in ones and two's to fulfill orders. “Once an order is received we print and ship within 12 hours to anywhere in the world.”

In addition to recycled papers, Dog Ear Publishing has retrofitted its entire office with energy efficient light bulbs. “That's not all, our equipment is energy star rated. They use less energy, save money and help protect the environment.”

Dog Ear Publishing has implemented an office wide recycling program as well. “Very little of anything is simply thrown away” says Nelson. “We believe in reducing and recycling everything from our equipment to paper and aluminum.”

Dog Ear Publishing has created a “The Dog Gives Back” program. A portion of sales goes to support environmental organizations that fight to reduce global warming, protect natural habitats and foster alternative and renewable fuels.

Dog Ear Publishing is a self publishing company located in Indianapolis, Indiana. They've published over 500 titles since 2005. They publish children's books, fiction, non-fiction books and offer worldwide distribution.

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