Heidelberg CO₂ Calculator

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The Heidelberg CO₂ Calculator, an easy-to-use, customizable, online tool determines the CO₂ footprint of any print project and allows acquiring the matching amount of carbon offsets.

The Heidelberg CO₂ calculator accounts for all steps from prepress to delivery. It enables any printer/converter to:

- Provide print buyers with an understanding of the carbon footprint of their print project. With just a few keystrokes, and in no time, a reliable footprint for any print project is calculated.
- Demonstrate how changing specifications can influence the total carbon footprint. Printers can generate “what-if” scenarios with the Heidelberg CO₂ Calculator, thereby revealing the impact of different substrates, inks, coatings, finishing options and run lengths, etc. on the project’s overall carbon footprint.
- Provide a cost for or even acquire the corresponding carbon offsets for the print project. If required, the printer offsets the footprint in the tool and receives a “Print CO₂ neutral” logo and a verifiable certificate number to apply to the printed product. Thanks to a prepaid account the printer can offset even small projects with no additional transactional costs.

The Heidelberg CO₂ Calculator employs a third-party (Fraunhofer Institute “Umsicht”) certified carbon-balancing model — the first of its kind in the North American market, and the first such tool certified to comply with the latest ISO standards (14040, 14044, 14067-1 and -2, 16759) for conventional offset, UV, and digital printing. Most Heidelberg equipment data is preloaded; others can be added manually.

The results include the impact of all processes and products used for a given project, taking into account for instance the transport of materials, the substrate, chemistry used in press and prepress, as well as finishing and recycling procedures.

The Heidelberg CO₂ Calculator provides printers an opportunity to become a true environmental consultant to their customers.