“A THOUGHT LEADER IN GREEN STRIKES GOLD”
Who Are We?

• Family owned
• 3 sites across Sydney, operate 24/7
• Complete scope of services (print, design, finishing, mail, online, distribution, other services)
Manage for customers

We manage the key elements of communication

- Risk
- Quality
- Sustainability
- Innovation
Why Sustainability?

• Environmental
• Get a start on competitors
• Resource and material savings.....and $$$
• Point of difference - Unique Selling Proposition
• Be early adopters...find Next Practice
• Satisfaction

From the very beginning we aimed to be more than just a printing company
Sustainability (paradigm change)

- Measuring is managing
- Engages stakeholders
- Reducing impacts and aspects
- Saves money
- Waste = resource
In the beginning, improvement wasn’t hard!

- Chemicals and solvents
- Eliminated Isopropyl alcohol
- Vegetable-based Inks
- FSC/PEFC/Recycled papers
- Waste stream management

“You can only manage what you can measure”
Waste Reduction

- 2001-02: 100%
- 2002-03: 70%
- 2003-04: 50%
- 2004-05: 30%
- 2005-06: 20%
- 2006-07: 15%
- 2007-08: 10%
- 2008-09: 5%
- 2009-10: 2.5%
- 2010-11: 2.5%
Case Study: Heat Collection
Electricity Reduction

Year | Electricity Reduction
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2001-02 | 100%
2002-03 | 100%
2003-04 | 100%
2004-05 | 100%
2005-06 | 80%
2006-07 | 80%
2007-08 | 80%
2008-09 | 60%
2009-10 | 60%
2010-11 | 40%
Collaboration: Suppliers

- Ink delivery system
- Water saving switch in plate processors
Water Reduction

Year: 2001-02 to 2010-11

Water Reduction:
- 0%
- 20%
- 40%
- 60%
- 80%
- 100%

Partnering with Customers

- Engagement events
- Factory tours
- Community support program
Case study: Cutting waste paper by 8%

- Annual job involving 141 tonnes of paper/year
- We suggested a change to the design to reduce the amount of paper used
- We reduced the amount of ‘spare’ paper that would need to be trimmed off the finished product
- Saves 11 tonnes of paper each year

A win both for us and for the customer
Why are customers so receptive to change?

- Leadership
- Clear vision / strategy
- Engagement processes
- Lean Manufacturing!
  (respect for stakeholders)
Fostering Sustainability from Within

• What drives our staff members to become involved?
• Sustainability is always happening in people’s minds.
• Need to tap into their ideas / suggestions. There will be improvement AND innovative ideas there, waiting to be heard.
• Attracting and keeping the right people
Creating Sustainable Culture

• Driven from the top, but allowed to flourish from the ground up

• Multi-functional teams

• Reward practical sustainable solutions. Thank individuals for ideas that don’t get up
R&D: CBA case study

• Bringing technology and print together for sustainability outcomes
• New supplier offers revolutionary suggestion about how to produce the CBA logo – game changer...
• Altering traditional print processes to save on ink, manufacturing time and carbon
• CBA brand owners like it and are considering the suggestion.
Transparency and Reporting

- Engage staff in reporting
- Posters of significant results
- Sustainability video
Fantastic Business Benefits!

• Significant business outcomes
  • Electricity - $356,000
  • Waste - $165,000
  • Isopropyl Alcohol - $50,000/year
  • Water - $50,000

• Savings on chemicals
• Savings on ink – 35,000kg/year
As a Business Strategy

Sales are growing over time... and so are the resources required

![Bar chart showing growth from 1994 to 2013]
Social Benefits

• High Staff satisfaction - average staff sick days 2.1
• Attracting and retaining good staff
• Customer / supplier / staff and management engagement
Productivity Benefits

- New markets emerging
- Productivity - organisational and technical innovations
- Value-creation - new product lines
- Carbon knowledge... not a cost
Lessons?

• Set ambitious yet achievable targets... and make them public
• Involve your staff
• Partner with suppliers and customers
• Know where your listener is coming from
• Persistence!
Thank-You

Questions and Comments?