focus press
looking after the little things

# "A THOUGHT LEADER IN GREEN STRIKES GOLD"

INTERNATIONAL GREEN AWARDS™

In association with MOSS

moss
Models of Success & Sustainability
"Fostering Responsible Business"

# Who Are We?

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

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Sustainability Advantage Gold

FSC

Registered ISO 9001:2008 UKAS QUALITY MANAGEMENT 127

Registered ISO 14001:2004 UKAS ENVIRONMENTAL MANAGEMENT 127

PEFC Certified
This product is from sustainably managed forests and controlled sources
*Recognised in Australia through the Australian Forestry Standard*
PEFC/21-31-58
www.pefc.org.au

# 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

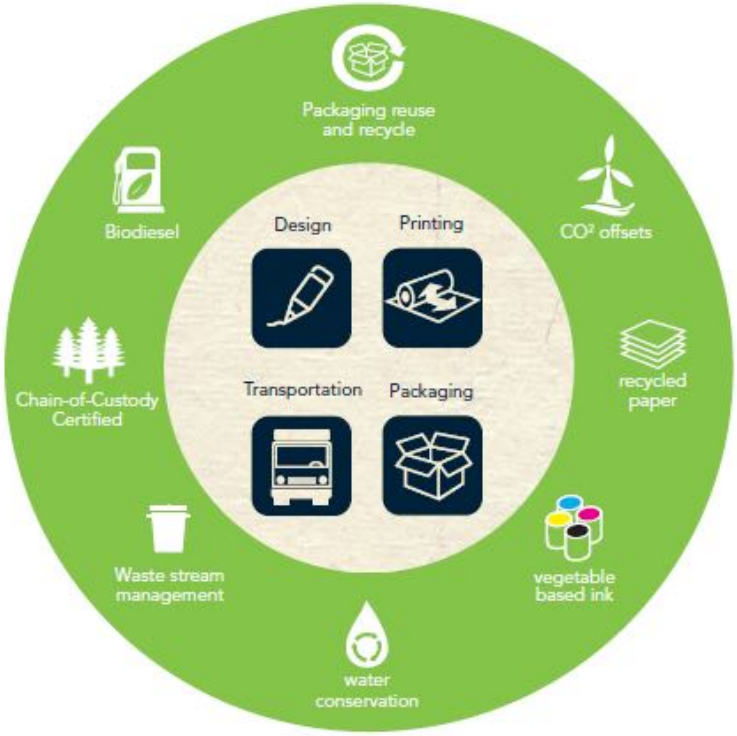
# Sustainability (paradigm change)

- Measuring is managing
- Engages stakeholders
- Reducing impacts and aspects
- Saves money
- Waste = resource

# Raw Materials

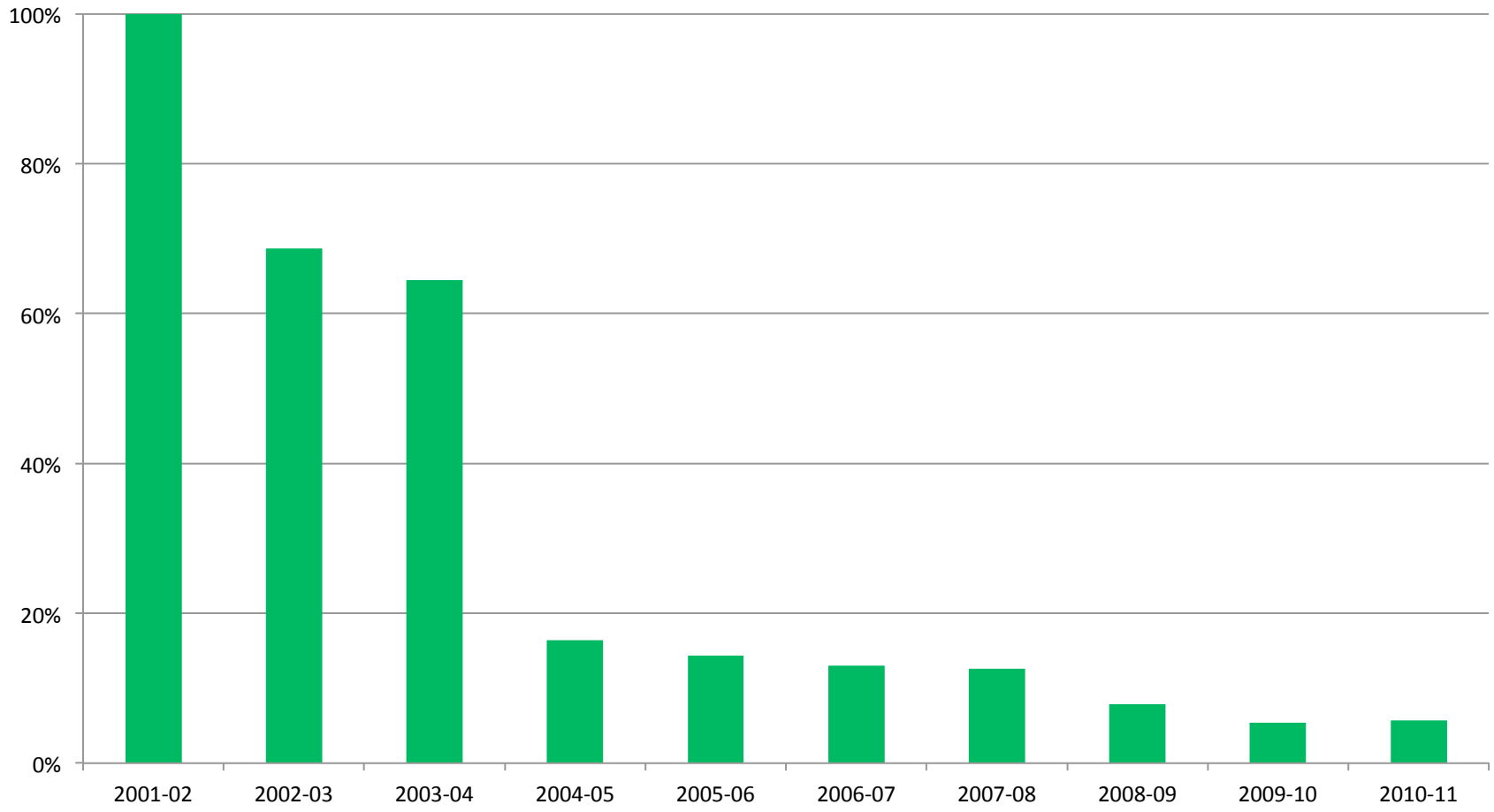
In the beginning, improvement wasn't hard!

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



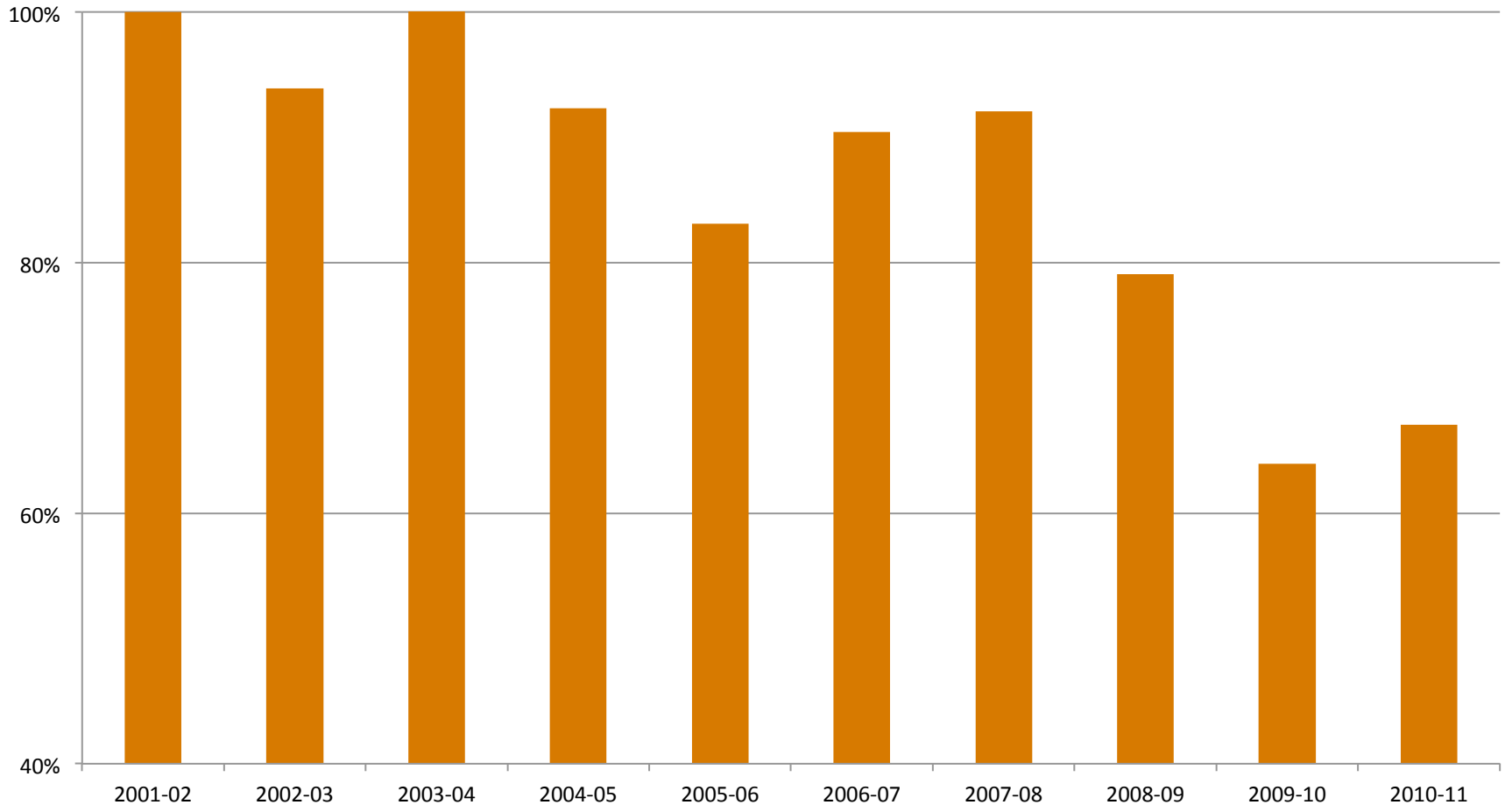

"You can only manage what you can measure"

# Waste Reduction



# Case Study: Heat Collection

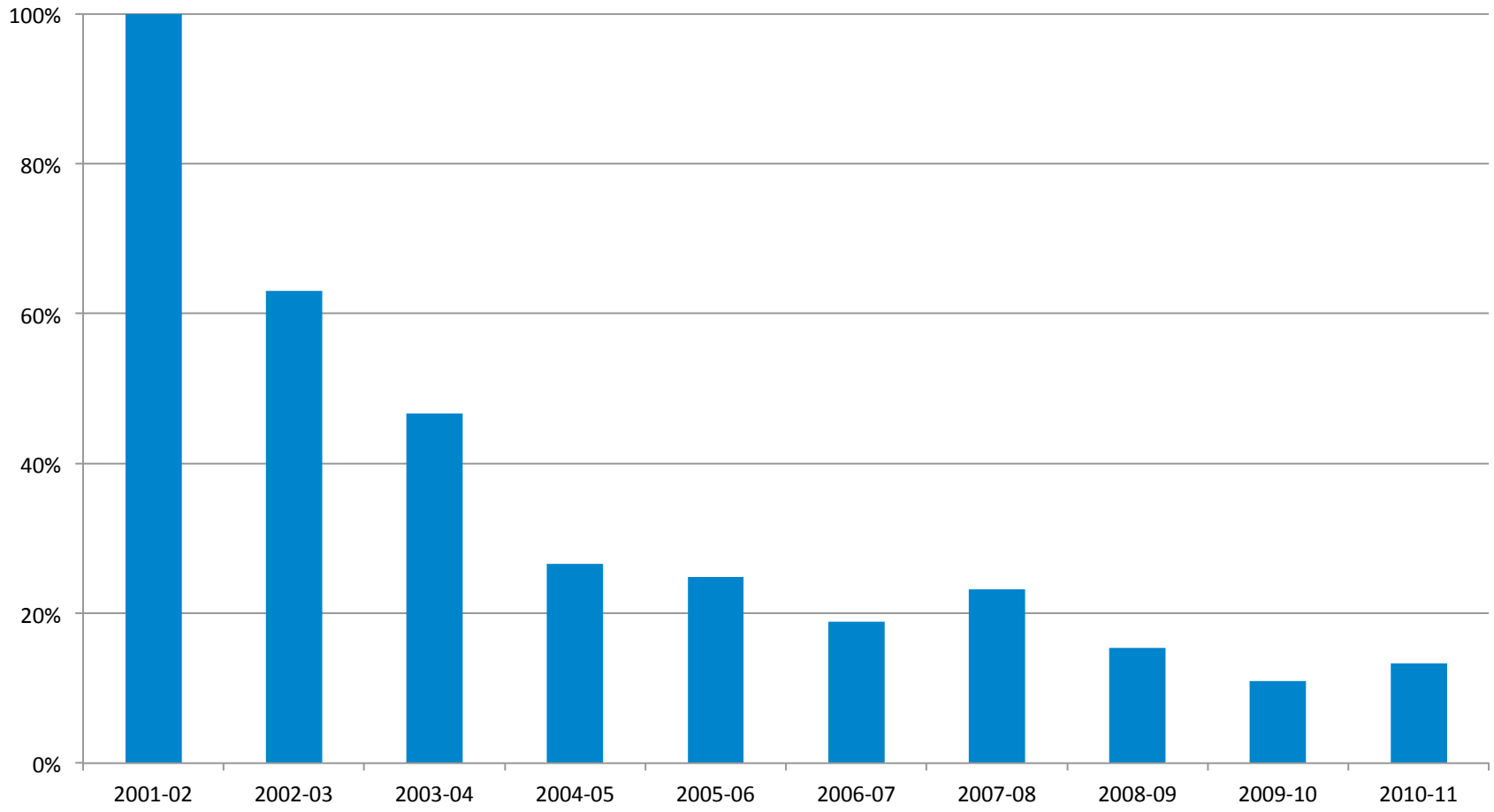
# Electricity Reduction



# Collaboration: Suppliers

- Ink delivery system
- Water saving switch in plate processors

# Water Reduction



# 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

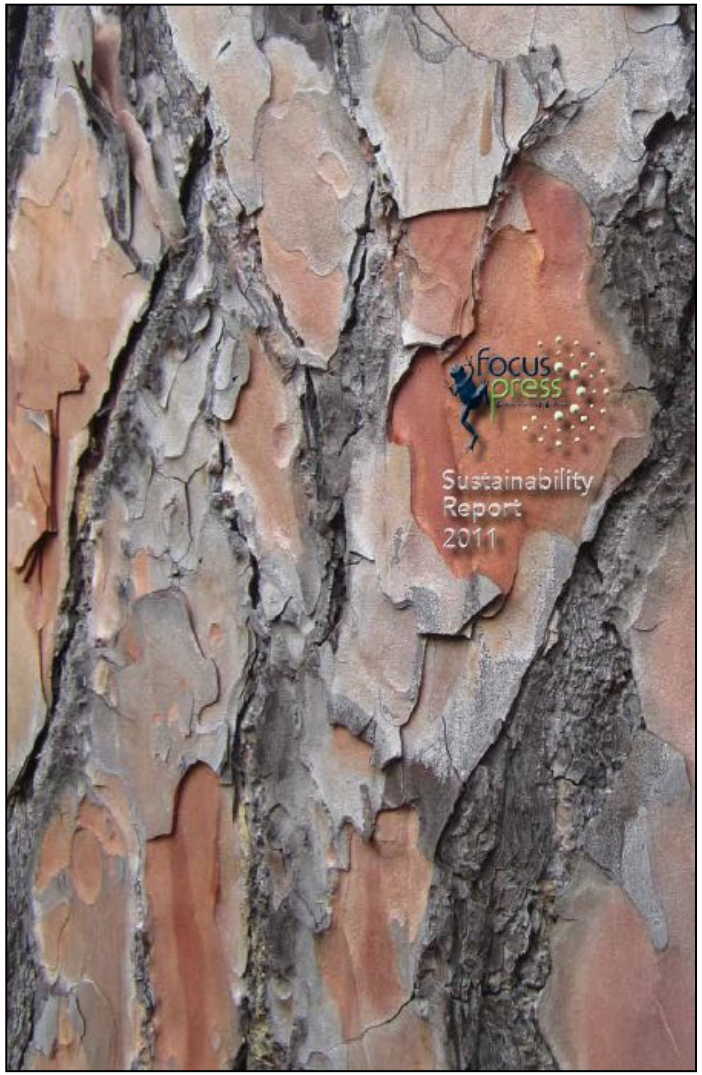
# R&D: CBA case study

- 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.

CommonwealthBank

# Transparency and Reporting

- Engage staff in reporting
- Posters of significant results
- Sustainability video

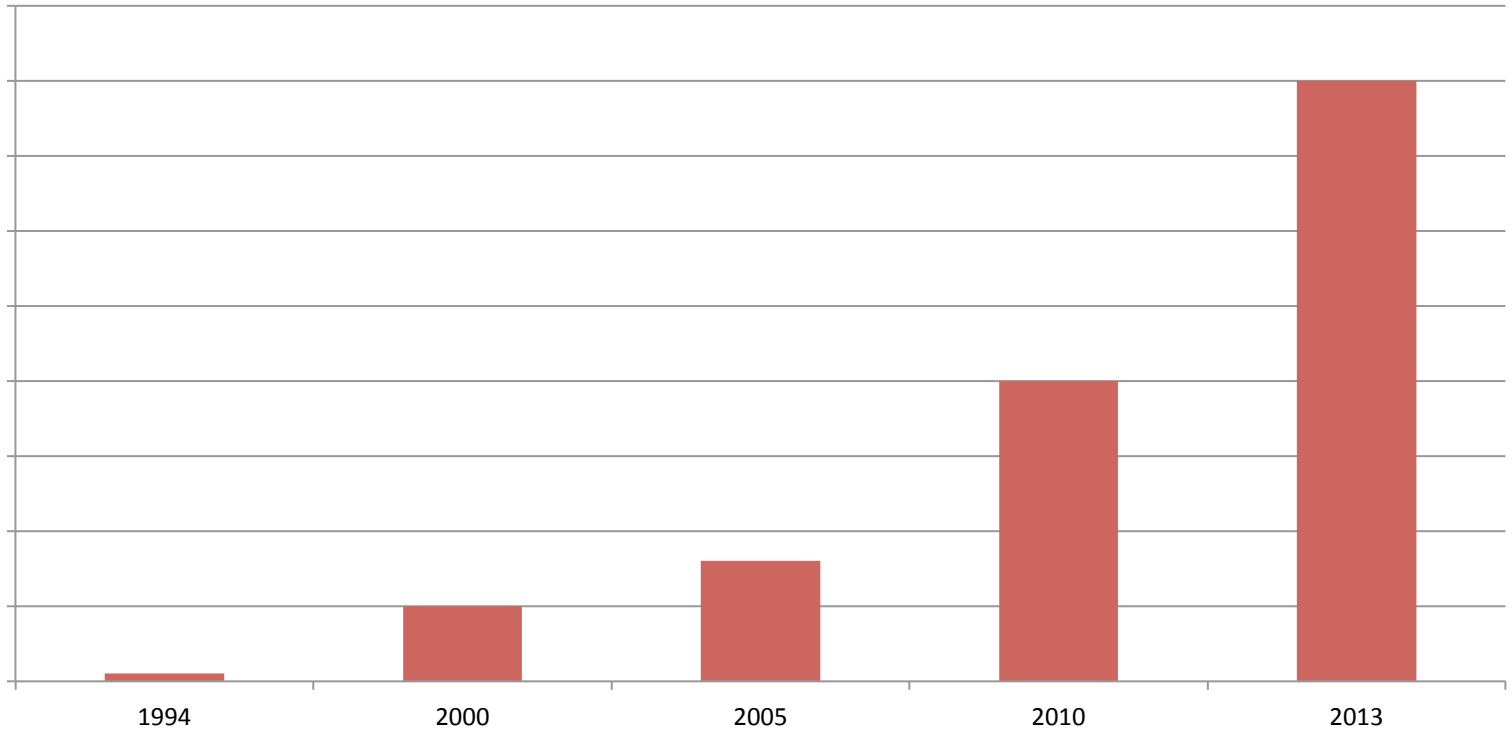


# Fantastic Business Benefits!

- 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



# 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

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# 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?