

Case Study: SGP Certification Leads to New Partnerships for Digital Color Concepts



Does a commitment to sustainability lead to increased business opportunities for printers?

The answer is yes for Digital Color Concepts (dcc), which credits its 2015 SGP certification with the launch of a successful, sustainable partnership between dcc and its clients and vendors.

Digital Color Concepts began investigating SGP certification in early 2014 after joining the Specialty Graphic Imaging Association (SGIA), but the company initiated the process in 2015 at the request of long-time client, Ann Inc.

Ann inc. takes pride in its reputation as an industry leader in sustainability and was looking to partner with like-minded firms. DCC joined Ann Inc. and its supplier, International Paper, on a visit to International Paper's mill in Ticonderoga, NY, where the companies spent two days in workshops learning about best practices and innovations in sustainable printing.

As a result of ongoing dialogue, they discovered they shared an enthusiasm for sustainable substrates and the opportunity to work together as part of a sustainable supply chain.

Soon after, along with SGP, the group put together a collaborative presentation for San Diego's Sustainable Brands conference in June 2016. dcc, along with Fisher Textiles, sponsored SGP's "Print Out Loud" connect suite events to promote the value of sustainable printing to buyers and suppliers. The campaign – and the partnership – were met with great enthusiasm from the brands attending the conference.

dcc reports that all of the company's recent RFPs have sections requesting detail on certifications and sustainability initiatives, and the recognition that accompanies SGP certification has helped dcc to attract new business initiatives.

For example, dcc received a recent inquiry from an international luxury brand based primarily on dcc's sustainable printing practices.

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SGP certification is the latest accomplishment in a long line of sustainable practices implemented by dcc. With locations in New York, NY and Mountainside, NJ, the fully integrated graphics company began its quest to implement sustainable programs in 2007 with the Forest Stewardship Council and became the first New Jersey plant to feature rooftop solar panels in 2010.

As a result of its 2015 SGP certification and the subsequent annual plan to reduce the company's environmental footprint, dcc achieved the following successes in waste reduction:



Solar power produced
192,863 kWh of clean energy
for the New Jersey printing facility.



798.6 tons of paper
were recycled, avoiding landfills
and incinerators.



3135 gallons of chemicals
were recycled, and environmental
impact was further reduced when
the company made the switch to
vegetable based ink.



Reduced energy waste by
80,000kWh
due to an upgraded lighting system
at the New Jersey Facility



Reduced shipping costs, printing time,
and supply consumption

While Digital Color Concepts reports that the return on sustainable energy investments is rapid, company representatives are especially excited that their sustainable initiatives have given them the opportunity to host major brands and generate excitement about sustainable printing and sustainable supply chains.