

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



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

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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 have their existing print partners join the SGP Community and share their vision and building on their existing relationship.

To expand on this initiative, International Paper, Veritiv, and dcc organized an offsite meeting with ANN INC. at International Paper's mill in Ticonderoga, NY, where the companies spent two days in workshops learning about best practices and innovations in sustainable printing.

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.

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

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After getting certified in 2015, dcc's first continuous improvement project was a company-wide recycling program. In partnership with their recycling vendor, Integrity Recycling & Waste Solutions Inc, they have recycled 949.60 tons of print waste products. After collection and sorting, it is distributed worldwide and recycled into fine writing papers, tissues, newsprint, and insulation. Recycling of this quantity represents the following conservation: 4,718,000 gallons of water - 2,763,400 kwh hours of electricity - enough to fulfill the annual electricity needs of more than 230 homes.

Their 2016 continuous improvement goal was Zero Waste to Landfill so that their solid waste was managed in a socially responsible way, ultimately providing energy from waste. Their annual landfill avoidance at 831.36 tons equates to the following:



### Avoid

Avoid **816** tons of CO<sub>2</sub> equivalent greenhouse gases.



### Generate

Generate **448,800** kWh renewable electricity.  
Enough to power **468** homes for a month.



### Reduce

Reduce the need for **204** tons of coal,  
or **34,272** gallons of fuel oil.



### Recover

Recover **40,800** lbs of metals for recycling that  
otherwise would have been landfilled

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 work with major brands and generate excitement about sustainable printing and sustainable supply chains.