

# SGP Certified Facilities Create a More Sustainable Future

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### Advertisers Printing Company

#### A Commitment to Sustainability Grows Business and Increases Revenue at the Advertisers Printing Company

The Advertisers Printing Company has been printing since 1923, and it has a focus on sustainability to thank for healthy growth. Recognized as a regional expert in sustainable printing, the company has become a leader in sustainability consulting for the graphic design, public relations, and communications industries, which has helped it add some prestigious clients in and around its hometown of St. Louis, Missouri.

Today, the company works with prestigious cultural organizations like the Missouri Botanical Garden, the St. Louis Art Museum, and the St. Louis Symphony, as well as large corporate clients including Enterprise Rent-a-Car, Monsanto, and Peabody Energy who are all attracted to its reputation for sustainability.



ADVERTISERS PRINTING

The Advertisers Printing Company recently completed GM's annual sustainability report, and distinguished charities and cultural associations like the Salvation Army and the St. Louis Zoo rely on the company for recommendations on sustainable printing and substrate selection.

#### How the Advertisers Printing Company Has Achieved Sustainability

The Advertisers Printing Company began its efforts to increase profits by reducing waste and promoting eco-friendly printing practices in 2002, becoming the first SGP-certified printer in the state. SGP certification was a key part of the company's mission to become one of the most sustainable printers in the United States. As a family owned and operated organization, the Advertisers Printing Company was compelled to reduce its impact on the environment. Company leaders understood that being a regional authority in sustainability would attract clients and other organizations seeking to make a similar positive impact on the world.

As an SGP certified printer, the Advertisers Printing Company has developed a written Sustainability Management System and has established a sustainability team to manage its implementation. The team tracks environmental metrics and carries out an annual project to reduce the organization's ecological footprint. An aggressive recycling program and lean manufacturing process are among the company's accomplishments as an SGP printer. Their sustainable initiatives include the following:

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### 1.1 Advertisers Printing's sustainability initiatives



#### 12-Prong Recycling Program:

The company employs a comprehensive system for recycling ink, paper, metal plates, and other operational materials.



#### Weekly Solid Waste Pick-Up:

The company has made such drastic solid waste reductions that solid waste removal now takes place just once a week.



#### Low-VOC Inks:

Only low volatile organic compound inks and VOC-free inks are utilized in printing.



#### School Share Paper Donations:

Paper goods avoid landfills and recycling by repurposing paper at local schools.



#### Energy Efficient Facilities:

A fleet of hybrid vehicles and 25kW solar panels are some of the facilities improvements that the Advertisers Printing Company has made in order to increase efficiency in manufacturing and delivery.



#### "Know Before You Throw":

As part of its sustainable printing program, the company provides its clients with scheduled recyclable material pick-ups and waste reduction consultations.

In addition to recycling and lead manufacturing, one of the Advertisers Printing Company's biggest achievements in sustainability has been its implementation of a Secondary Recovered Materials (SRM) program. Secondary Recovered Materials include paper, fabrics, wood, certain plastics and polymers, packaging, contaminated recyclables, and products intended for destruction.

Through its partnership with the Materials Lifecycle Management Company, Advertisers Printing has drastically reduced the amount of waste produced. Instead of disposing of waste in a landfill or incinerator, Secondary Recovered Materials are turned into Enviro-Fuelcubes, a cost-effective replacement for fossil fuels. The Materials Lifecycle Management system operates along the same routes previously used to deliver trash to landfills and incinerators, further eliminating waste in the transportation process.

This innovative approach to waste reduction is a core component of the Advertisers Printing Company's Sustainability Management System and one of many reasons why regional organizations rely on the company's recommendations for greening their own operations. As a result, SGP certification has helped the Advertisers Printing Company attract new business and elevate its reputation in the community.

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### Bolger Inc.

#### Continuous Improvements in Sustainability Drive Profits at Bolger

As a result of its continuous improvement program, Minneapolis-based printer Bolger Inc. now recycles 98 percent of its waste, adding 20 percent profit to its bottom line. Bolger has been an SGP certified printer since 2017 and adhering to best sustainability practices is in the company's DNA. Yearly continuous improvement projects led Bolger to become an impressive facility in which zero product waste is sent to a landfill. Anything used to create a printed product is either environmentally friendly or recyclable. For example, paper and aluminum plates get recycled, ink is vegetable-based, and press washes are non-hazardous. In addition, Bolger uses the SGP Impact Tracker to monitor progress and market its sustainable successes to customers.



#### **Comprehensive Recycling Programs**

Aluminum plates and paper bring in the most recycling revenue for Bolger. In 2018, the facility received \$174,410 from a community partner, for their recycled paper and \$24,230 from another partner for their aluminum plates.

#### Project Planning to Reduce Waste

Because sustainability is paramount at Bolger, the company plans all projects with waste reduction in mind. The result is less overall recycling revenue and increased cost savings through reduced purchasing needs. All paper is recycled, as are all of the aluminum plates used in the printing process.

#### Solid Waste Recycling

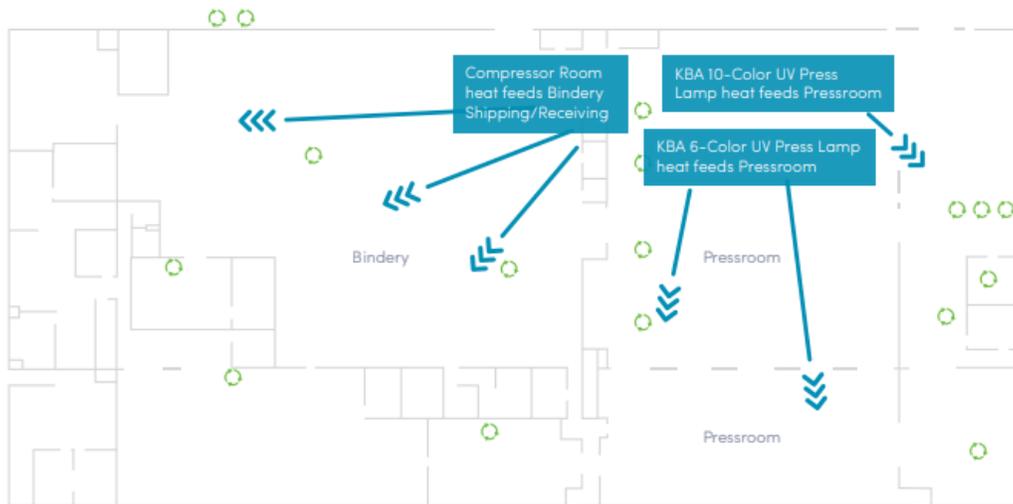
Solid waste has also been reduced dramatically since the implementation of an organic recycling program. About 10,000 pounds of solid waste is recycled each year through this program, yielding a 25% reduction in solid waste and a 20% cost savings for the facility.

#### Recycling Energy to Reduce Natural Gas Consumption

However, one of Bolger's most innovative recycling programs involves the recycling of energy in order to reduce natural gas consumption. As part of a continuous improvement project, Bolger installed UV presses in its printing facility. These cutting-edge printing presses consume a lot of energy, but the facility redirects the heat generated by the UV lamps into other areas of the facility, limiting the need for natural gas. The company uses similar methods to transfer the heat created in its compressor rooms to the production areas. This recycled energy has helped to offset the costs of the UV presses and reduced energy-related operating expenses.

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### 2.1 Energy Recycling at Bolger



#### Using the SGP Impact Tracker to Monitor & Illustrate Sustainable Performance

In 2019, Bolger will introduce a new marketing initiative based on the SGP Impact Tracker, a platform that tracks sustainability initiatives, operating expenses, and other metrics. When clients tour the Bolger facility, they will be treated to a display of data from the company’s sustainability dashboard, illustrating the operational benefits and cost savings that result from a commitment to environmental best practices. Bolger recognizes the demand for sustainable print and is eager to implement additional marketing around the company’s SGP certification and continuous improvement projects. The new campaign will illustrate reduced operational expenses and improved products that result from sustainable choices.

The introduction of SGP’s Impact Tracker software has led to improved ease of tracking for sustainability initiatives and continuous improvement projects at Bolger, making it easier for the company to showcase its sustainable successes. Prior to the tracker’s implementation, the facility relied on Excel spreadsheets to benchmark data, measuring carbon footprints, kilowatts of electricity, therms of natural gas, and gallons of fuel. Impact Tracker accepts the same data and offers the user-friendly benefit of allowing everyone in the facility to enter data as needed instead of going through a single sustainability gatekeeper.

Bolger Vision Beyond Print Director of Compliance Rick Kline said “Our SGP certification, bolsters our current Environmental, Health and Safety program and provides customers the assurance that Bolger is a responsible company that practices what it preaches with its Sustainable Management System.” In addition, Bolger is dedicated to sustainability education. The company conducts annual Compliance Training, which includes an entire section on its Sustainable Management System and guidelines for SGP compliance. The results are clear: better practices yield a better product.

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### Digital Color Concepts

#### 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 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.

The logo for Digital Color Concepts (dcc) consists of the lowercase letters "dcc" in a large, bold, black, sans-serif font.

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After getting certified in 2015, dcc's first continuous improvement project was a companywide 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

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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:

Table 3.1 dcc 2016 Continuous Improvement results

 <b>Avoid</b>	Avoid <b>816</b> tons of CO <sub>2</sub> equivalent greenhouse gases.
 <b>Generate</b>	Generate <b>448,800</b> kWh renewable electricity. Enough to power <b>468</b> homes for a month.
 <b>Reduce</b>	Reduce the need for <b>204</b> tons of coal, or <b>34,272</b> gallons of fuel oil.
 <b>Recover</b>	Recover <b>40,800</b> 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.

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### Shepard

Sustainable printing practices reduce customer costs & meet demands for corporate responsibility

In May 2018, Shepard became the first general services contractor, providing print along with other services, to achieve SGP certification. As a trade show and event management provider with eight locations throughout the United States, Shepard’s SGP certification brings sustainable solutions to event organizers and exhibitors on a national scale.

The trade show and events industry produces 600,000 tons of garbage each year, second only to the construction industry in terms of waste produced. Marketing collateral, booth designs, “swag”, and other materials, often produced in ways that are damaging to the environment, go on to become landfill fodder when the show is through.

Driven by a passion for the environment and a desire to promote the long-term well-being of its employees, customers, and society, Shepard decided to take action against this growing problem. The company adopted a three-pronged approach to sustainability that includes:

#### 4.1 Shepard approach to sustainability



A commitment to take action to reduce the environmental impact of its activities



A commitment to provide clients with the expertise, products, and solutions that help them achieve their own sustainability objectives



A commitment to provide Shepard employees with an environmentally conscious workplace

As a result of Shepard’s commitment to offering sustainable solutions to the event management and buying industry, the organization has been able to reduce operational expenses and pass those savings on to consumers.

While customers across all industries are moving toward sustainable solutions, Shepard has seen a particular level of concern about both the waste of single-use materials and the environmental impact of inks traditionally used in printing.

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Decreasing waste, reusing materials, and working with eco-friendly inks and substrates allows Shepard to attract a wide base of clients who are concerned about corporate responsibility

A big part of this reduction in expenses involves storing and reusing trade show graphics over multiple years and events. This practice leads to both financial savings and a much smaller environmental footprint due to the conservative use of substrates, inks, and processing materials. Indoor air quality is significantly improved as a result, and landfill waste is reduced as well.

While Shepard's commitment to its employees and customers is top priority, the organization is also pleased that its SGP certification will serve as motivation for others in the industry to adopt sustainable solutions. Shepard hopes that other general services contractors will see that recycling and choosing chemicals and inks that have a lower environmental impact is both responsible and cost-effective. Additionally, Shepard hopes to demonstrate how trade show displays are installed and dismantled by encouraging other service providers to emphasize storage and recycling solutions over waste. The early responses to its efforts have been so overwhelmingly positive that they alone create a compelling case for sustainability from a financial and ecological perspective.

### 4.2 Shepard local improvements

As a result of sustainable initiatives, Shepard locations have made the following achievements:

	<p><b>Atlanta:</b> 35% decrease in energy consumption</p>		<p><b>Orlando:</b> Significantly decreased waste removal by increasing substrate recycling.</p>		
<p><b>Company-wide:</b></p>			<p>An increase in office and warehouse recycling programs</p>		<p>Removal of inefficient fluorescent bulbs and replacement with LED technology</p>

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### About SGP

The Sustainable Green Printing Partnership (SGP) is the only certification organization promoting sustainability in all printing processes throughout the United States and Canada. SGP promotes a sustainable print supply chain through best practices, innovation, information sharing and validation. The SGP program encompasses the three pillars of sustainability – people, planet, and profit. SGP partners include 3M, tesa tape North America, Cooley/Group, EMG, FLEXcon, Laird Plastics, New Leaf Paper, Nvent Marketing, Piedmont Plastics, Polymershapes, Sun Chemical, REI, ANN Inc., BrandKey Graphics, Snowball Print Marketing, major print organizations, academic institutions, and other leading companies.

[www.sgppartnership.org](http://www.sgppartnership.org)

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