



Gold Club Members are businesses that have achieved measurable reductions in at least one resource area of water, waste or energy, and are working towards incorporating environmental sustainability into all business operations.



Turning the guillotine off when not in use has decreased Braemar Graphics' energy use significantly.

BRAEMAR GRAPHICS SAVINGS AT THE FLICK OF A SWITCH

EMPLOYEE S' GOODWILL AND CONSISTENT EFFORTS TO IMPLEMENT SIMPLE, COMMON-SENSE RESOURCE-SAVING MEASURES HAVE RESULTED IN A 30% REDUCTION IN ELECTRICITY USE AND A 25% REDUCTION IN LANDFILL WASTE AT BRAEMAR GRAPHICS.

Established in 1979 and based in Melbourne, the boutique print production and graphic design company supplies printed products ranging from annual reports to marketing brochures for high-profile clients like Museums Victoria, Zoos Victoria and the Australian Ballet. Braemar's printing plant at Southbank uses state-of-the-art digital equipment and was among the very first Victorian printers to invest in computer-toplate technology to eliminate waste water contamination by silver deposits.

TUNE IN, TURN OFF

Having already achieved significant reductions in energy use on first joining Grow Me The Money, further efforts from October 2008 to May 2009 enabled Braemar to decrease average monthly electricity usage by 30% compared with the same period for the previous year. Production Manager Ron Howat explains how the team

of 10 employees worked together to achieve these savings.

"All staff have made a great effort in turning off lights when not needed. If you're not going to be in your office for 10 minutes, you turn the lights off as you leave."

"We now avoid running machinery unnecessarily. You don't turn on your equipment until you know you've got a job for it. It's just a change in mindset; traditionally you always walked in each morning and turned your machine on, then wait for your jobs. Now we're just doing it the other way around."

"We've zoned the lighting for the plant, so you don't turn overhead lighting on unless it's necessary, and we've put a timer in the kitchen and toilet areas to turn off lights when not needed."

HOW BRAEMAR IS MAKING A DIFFERENCE

ELECTRICITY USE REDUCED BY 30%

- Office lights re-zoned to enable individuals to turn off lights when not needed
- Printing equipment turned on only when needed
- Electricity costs reduced by 28.5%

LANDFILL WASTE REDUCED BY 25%

- Recycling of paper/cardboard, plastics, ink cartridges, printing plates

OTHER STRATEGIES FOR SUSTAINABILITY

- Cartons made from 100% recycled material
- Most printing jobs use 100% vegetablebased ink
- Now working with supplier to further reduce alcohol content in the printing process, to reduce CO₂ emissions
- Careful waste segregation avoids contamination of landfill waste with solvents and non-biodegradable inks

Running your business doesn't have to cost the earth



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“As soon as I mentioned we were actually saving money by being environmentally responsible the customer's ears pricked up”

“It took bit of getting used to, but now it's become a habit. We've probably halved our general lighting. At last count we estimated that we use the equivalent of 20 less fluorescent lights in the course of day, just in our offices and common areas. We are definitely saving costs and can see that our electricity bills are down.”

“Money talks when you can say you're saving 30% of your electricity bill and your waste bills are down,” Ron observes.

“I was recently talking to a customer whose views were 'anti-green'. But as soon as I mentioned we were actually saving money by being environmentally responsible his ears pricked up.”

RIGOROUS RECYCLING DRAMATICALLY CUTS LANDFILL WASTE

In the 6 months from October 2008 to May 2009, Braemar reduced landfill waste volume by 25% by introducing recycling of plastic packaging from paper pallets, and by broadening its longstanding program of paper waste recycling.

“It was just a matter of getting used to putting everything in the right bin,” says Ron.

“We used to put out an extremely full Dumpmaster every week. Now we empty it about once every fortnight, and we can probably get that down even further, to once every 6 weeks.”

“We've found environmental sustainability options by talking to our own network of suppliers and other businesses around our area.”



Using the lighting timer has helped contribute to a 28% reduction in electricity costs

“The cost saving resulting from fewer pickups pays for our contaminated waste removal service – so cost-wise we're even, and we're doing the right thing for the environment.”

“We've found environmental sustainability options by talking to our own network of suppliers and other business around our area. For instance, we've made a deal with a neighbour; each week a company in the same block collects our used pallets and re-uses them in their business.”

Braemar sources the most 'environmentally friendly' production materials available, including cartons made from 100% recycled material. Ron is also working with a solvent supplier to recycle the plastic drums.

FLOW-ON EFFECTS FOR ACTION PRIZE

As the recipient of a Grow Me The Money Action Plan prize of \$500 to be spent on environmental products, Braemar is now planning water savings, as Ron explains:

We're planning to install a water meter so we can see how much water we're using on the printing press.

Over the next year we hope to install some storage tanks. Our next major goal is to run our printing press entirely from saved rainwater. This will involve replacement of rollers, closer monitoring and additional maintenance of the machine.

Braemar suggests that customers choose paper from sustainable plantation forests, Australian-made papers or papers with the European Union's Eco-Management and Audit Scheme (EMAS) environmental certification accreditation, where possible.

“A lot of customers are asking about environmentally friendly paper options now. We have added on options in response to demand as well as our own commitment to environmental sustainability,” Ron explains.

www.braemargraphics.com.au

Grow Me The Money is a program for Victorian small- to medium-sized businesses to help them to reduce their impact on the environment and save money doing it. We guide participating businesses through the process of measuring and reducing their energy use, water consumption and waste output.

For more information on how we can help your business, visit www.growmethemoney.com.au