



Digital colour has major advantages for the environment compared to traditionally colour printing.

## ON DEMAND

# Paper cuts don't hurt

Australia's biggest digital printer is working to achieve the smallest possible environmental footprint.

With a turnover of around one million sheets of paper every week, Melbourne printer On Demand Pty Ltd has reduced its waste paper output by an impressive 22 per cent – despite an increase in production.

“We found that Grow Me The Money provided a good framework for us to get started, and gave us an opportunity to take a more holistic approach towards sustainability,” says Managing Director Bruce Peddlesden.

After using the online tools to assess water and energy usage and waste output, On Demand finalised a workplace action plan in October 2007. Minimising paper wastage was an obvious starting point. “Because we print over one million sheets of paper every week, even a low error rate – say one per cent – still represents a considerable

amount of paper,” Bruce explains. “After joining Grow Me The Money we started to weigh our paper output every week. Simply monitoring the waste generated made us aware of ways we could reduce it.”

An easy first step was to do away with the practice of printing proof copies for every job – a legacy of pre-digital printing technologies which, for digital printers, has continued as a tradition rather than a necessity. Reducing On Demand's already-low error rate was more challenging.

“We continuously worked on improving work flow and communication between our sales and production departments to reduce errors. We also improved systems that enable our production team to pick up problems before the print stage,” explains Bruce. →

### HOW ON DEMAND IS MAKING A DIFFERENCE

#### PAPER WASTAGE REDUCED BY:

- fine-tuning production processes to minimise print error rates
- replacing paper customer invoices with digital invoices
- using recycled paper and double-sided printing in the office.

#### RECYCLING AND ENERGY-MINIMISING MEASURES ADOPTED IN OFFICES.

#### OTHER ENERGY-SAVING INNOVATIONS

- Extraction fan installed in server room enables captured heat from computers to warm the office, reducing winter heating requirements
- Cutting-edge evaporative pre-cooler technology reduces air conditioning energy requirements

#### GREEN CREDENTIALS AND INITIATIVES

- Forestry Stewardship Council Chain of Custody accreditation
- Company-wide environmental policy, including a 'green' supply chain and product options with minimal environmental impact



ACHIEVING BUSINESS SUSTAINABILITY

**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.**

**There has been a very positive response from customers**

[www.growmethemoney.com.au](http://www.growmethemoney.com.au)

Grow Me The Money is a joint initiative of the Victorian Employers' Chamber of Commerce and Industry (VECCI), Environmental Protection Authority (EPA Victoria), and the State Government of Victoria.



# CASE STUDY ON DEMAND



These careful adjustments to everyday working processes enabled On Demand to cut paper waste output per million printed copies from approximately 18.6 kg in late 2007 to only 14.6 kg by mid 2008. This represents a reduction of over one-fifth – a significant achievement during a time when business turnover increased by six per cent.

Management consultant Dean Mason says the enthusiasm of On Demand's employees to change the workplace culture has been a major strength.

"Staff have been heavily involved in improving our sustainability. About six people were really keen to be on the green team and they have become champions for sustainability in each area of the business. They have been very active in talking to colleagues about why these changes are important, researching how we can make further improvements and more accurate measurements, and in practical tasks like putting up signs to remind everyone of the correct protocols. At first it was sometimes hard to win full support from their colleagues, but having a proactive managing director makes a big difference," Dean notes.

Bruce Peddlesden says there has been a "very positive response" from customers, particularly government and corporate clients, who are increasingly driving environmental performance of their suppliers. Recognition by Grow Me The Money has provided tangible demonstration of On Demand's practical actions towards sustainability, he says.

"Involvement with Grow Me The Money has also been a tremendous preparation for our current work towards ISO 14000 accreditation. The disciplines which it helped us introduce, and the acknowledgement by an independent body like Grow Me The Money, helps speed up the accreditation process." ■

[www.on-demand.com.au](http://www.on-demand.com.au)



Fine-tuning digital workflows has helped On Demand achieve significant reductions in paper wastage.



The Green Team have been the champions behind On Demand achieving Gold status.

[www.growmethemoney.com.au](http://www.growmethemoney.com.au)



Grow Me The Money is a free 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](http://www.growmethemoney.com.au)