

Can you identify which aspects of your business impact on the environment? Do you know how to reduce their impact? Are you aware of the environmental laws that affect the printing industry? Knowing the answers to these questions might make all the difference between winning, or losing, work.

ISO 14001 is an internationally recognised environmental standard. Meeting its requirements will send a powerful message to current and potential clients: 'Our business is committed to improving its environmental performance, not just now but in the future.'

The standard will provide print buyers and clients with evidence of your green credentials – fast becoming a prerequisite to tender – that you have an effective environmental management system (EMS) in place to control and monitor the environmental impacts of your business.

Certification will also help your company to meet its statutory obligations under the Companies Act 2006. Since the beginning of 2008, directors must take into account the impact of their company's operations on the environment. Companies required to produce an annual review will have to include information within it about environmental matters – including the impact of the company's business on the environment.

To gain accreditation to ISO 14001, you will need to set up an EMS which can be verified through internal auditing. On hand to assist you through the process is a BPIF Business environmental expert. They will help you to put into place the best processes and systems necessary to attain 14001. They will review your existing systems and practices and then design and help implement an EMS to meet your specific needs and capabilities.

PrintLondon Funding

PrintLondon offers funding from the London Development Agency for initiatives that help London printers improve the profitability and competitiveness of their businesses. A wide range of support is available via the British Printing Industries Federation and Vision in Print. See the reverse for more details or visit www.printlondon.org

CASE STUDY



Having ISO 14001 accreditation helps win business

Creative Print Group is passionate about its environmental policy. Since 1999, the Wembley-based supplier of print solutions and related services has been using specialist contractors for processing and recycling production waste paper, card, ink, aluminium plates and chemical waste. Now, the company felt it was time to do even more.

'We've always been aware of our corporate responsibility, and in particular the impact our business has on the environment,' says Darren Taylor, Creative Print Group's Marketing Manager. 'Then when our clients began to ask us to provide evidence of our environmental awareness, the time seemed right to develop an effective environmental management system and gain recognition for our efforts.'

CPG invited BPIF environmental expert Martin Giddens to design and implement a management system that would meet the requirements of ISO 14001. The project began with a wide ranging environmental review, which involved gathering data on 'inputs' – energy consumed and materials purchased – and 'outputs' – products and services, and waste (solid, liquid and emissions to the atmosphere). The review also considered the environmental impacts arising from the company's operations, including noise and nuisance. From this, Giddens was able to set up procedures, instructions and documentation to implement an environmental management system, so enabling CPG to meet the two main requirements of ISO 14001: continual improvement and legal compliance.

"Thanks to the help of BPIF Business, we were successful in our objective of attaining ISO 14001 ... and now that we have it, 14001 has significantly improved our chances when we pitch for business."

Taylor is impressed with the results: 'By introducing many minor changes throughout the offices and production department, we've already seen a significant reduction in electricity consumption. And by introducing recycling guidelines and improving segregation techniques, we've been able to achieve a 75 per cent reduction in general waste since the start of the programme.'

'We're very proud of our ISO 14001 accreditation,' says Taylor. 'Staff worked hard to achieve it and remain committed to improving environmental performance. Clients know that their print products come from an environmentally aware supplier – and that has a positive impact when we pitch for business.'

BENEFITS

- Improves profitability
- Wins new clients and helps retain existing clients
- Shows your commitment to improving environmental performance
- Reduces your company's impact on the environment
- Saves money by reducing energy consumption and waste
- Enables you to comply with the law

BUSINESS IMPROVEMENT SUPPORT SERVICES

PrintLondon is a partnership between the London Development Agency, the British Printing Industries Federation and Vision in Print. If your company is located in one of the 33 Greater London boroughs, is not in receipt of financial assistance from any other public funding streams and meets SME business criteria, it may be eligible for funding of up to 50% of the cost of a range of business improvement support.

To find out if your printing organisation is eligible or to discuss support areas, contact Chris Patefield, PrintLondon, Director on 020 7915 8347. Visit the website at www.printlondon.org

ViP and the BPIF offer a wide range of customised support services, programmes and courses for printers, designed and delivered by print industry specialists.

Tick those areas you are interested in and fax this to Ryan O'Neal on 020 7915 8395

HEALTH, SAFETY, ENVIRONMENT & QUALITY

- Health & Safety Healthcheck
- Environmental Healthcheck
- Health & Safety Management Schemes
- ISO 14001 Environment Support
- FSC Chain of Custody Support
- OHSAS 18001 Health & Safety Support
- ISO 9001 Quality Support
- Integrated Management Systems Support
- Noise Surveys
- Occupational Health Surveillance
- Interim Health & Safety Managers
- Business Continuity Planning
- Health & Safety for Managers & Supervisors
- Environmental Briefings
- Occupational Health Awareness Training
- IOSH Managing Safely Course
- CoSHH Assessment Training
- Risk Assessment Training, inc Fire
- Manual Handling Training
- Carbon Footprinting

BUSINESS DEVELOPMENT

- Cost Rates Reviews
- Financial Management
- Business Planning
- Sales Development
- Market Research and Development
- Marketing Planning and Implementation
- Interim Management and Mentoring
- Factory Layout and Planning
- Purchasing and Supply Chain Management
- Website Design, Build and Internet Marketing
- Sales and Marketing Training and Coaching
- PAS 75 Customer Service Support
- Preparing Your Business for Sale
- Customer Service Training
- The Supervisor Role Course
- Getting the Sale Course

HUMAN RESOURCES

- HR Healthcheck
- HR Management Schemes
- Selection & Recruitment Support
- Aptitude & Psychometric Testing
- Rewards & Benefits Advice
- Performance Management Systems
- Investors in People
- Coaching and Mentoring
- Organisational Restructuring
- HR Due Diligence
- Absence Management Workshops
- Discipline & Grievance Workshops

TECHNICAL

- Technology Healthcheck
- Workflow and Pre-press Reviews
- Digital Business Development
- Press and Post-press Investment Support
- Management Information Systems (MIS) Support
- ISO 12647: Colour Management Support
- ISO 7799/27001: Information Security Support
- Tender/Bid Preparation
- Introduction to Print Processes
- Introduction to Print Technology (3 Days)
- Print Production Planning
- Introduction to Print Estimating

PROCESS IMPROVEMENT

- Premier Snapshot (diagnostic)
- Modular Improvement Programme (up to 25 staff)
- Kickstart (26-50 staff)
- Masterclass Lite (50+ staff)
- Masterclass (100+ staff)
- Office and Pre-press Change Cycle
- Material Waste Reduction
- Best Practice Club Visits
- Cost Reduction through Lean Workshops
- Team Leader Training from ViP & BPIF Training

Your Name _____ Job Title _____

Telephone _____ Email _____

Company Name & Address _____

_____ Date _____

