

# Brisbane Energy Efficiency Seminar

Friday 7th August, 2009

Parliamentary Annexe, Brisbane

## CASE STUDY

# TURNING ORDINARY INTO EXTRAORDINARY



Presented by Don Parry, Sustainability Planning,  
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**Queensland Complete Printing Services  
is a small printing business  
located in Nambour.**

**A small business (13 staff with an annual  
turnover under \$3 million) from a regional  
town and from a traditional industry  
that had a reputation as a polluter  
and waster of precious resources.**

**SOUNDS PRETTY DAMN  
ORDINARY DOESN'T IT?**

**How could a business like this  
make a contribution to discussions  
on energy efficiency, climate change  
and sustainability?**

***If we are ordinary then there is nothing we  
have done that any government department,  
industry, business or home couldn't do  
- so lets see how we could all become***

**EXTRAORDINARY**



We believe the world has always and will always be changed by  
***Passionate People with a Plan***

**A few extracts from our  
2009 Sustainability Report**

**We have a responsibility to find ways of creating greater value  
for our clients with less natural and economic resources.**

**Whether these be directors, staff, clients, our supply chain, industry  
or the broader community, we believe our stakeholders  
have an expectation that we are in every way a good corporate citizen.**

**We are constantly looking for ways to reduce the amount of energy  
required to produce our printed products; the waste through the  
process and the environmental effects of chemicals and inks.**

# Environmental Sustainability

The focus of our environmental sustainability is to drive out waste in our operation - wasted time, wasted power, wasted materials and we have used the Ecobiz Partner program as the framework.

We have reduced our power usage to the point where we can purchase and run our entire factory on 100% Green Energy without increasing our operating costs.



We harvest 100% of our production water needs off our own roof.

We recycle over 95% of all waste and have turned waste into a net income stream.

NOTE - We have less than one domestic wheelie bin of non recycled waste a week

We use soy based inks; have reduced chemical usage and only use papers with an environmental accreditation.

# Lets get down to the core facts.

We wanted to achieve three things....

Do our bit for the environment and the beautiful region we work and live in.

Move toward being able to supply future clients with accredited Carbon Neutral printed material.

Find new markets and increase market share by being an early innovator in the area of Sustainable Green Print.

In the area of Energy Efficiency  
our goal was to be able to purchase  
100% Green Power with its 5c/kwh premium  
without increasing our cost of production.

To achieve this goal we needed  
to reduce our energy consumption  
by a minimum of

**25%**

# So what did we do?

We put over 50% of our staff through a Certificate IV in Lean Manufacturing training.

This training was done in our workplace through a program delivered through Sunshine Coast TAFE.

This training taught us how to drive out waste from our manufacturing process.

Driving out waste from any organisation can have massive environmental and economic benefits.

**LEAN MANUFACTURING = GREEN MANUFACTURING**

# A Few Simple Strategies

## STRATEGY 1

By turning things off when not in use we cut our consumption by 8.9%  
We had FUN by putting Global Warmer Awards  
on equipment, computers, lights etc when things were left on.

## STRATEGY 2

With a \$5000 federal government grant we changed all our lighting over to  
low energy lighting, added some insulation plus a few windows and whirly birds.

We estimate a saving of 50% on our lighting energy.  
The lighting change created another 6.5% reduction in our energy usage.

## STRATEGY 3

With the savings from Strategy 1 & 2 we installed efficient inverter style  
air conditioning. This allowed us to decommission  
our 20 year old inefficient, centralised air conditioning system.

This strategy has created a 56% reduction in the energy used for air conditioning  
and a further 7% saving to overall usage.

**GOAL ACHIEVED**



# A few more thoughts

**By creating natural airflows we now have a target  
of only using our air conditioners**

**100**  
**days/year.**

**Preliminary benchmarking data from the  
Sustainable Green Print Pilot Group  
suggests that we use about**

**50%**

**less energy than other printers in Queensland  
to produce the same output.**

# So how have we gone sustaining our energy reductions?

In April 08 our goal was to cut our energy back to a maximum usage of 64,000 kwh p.a.

**100% GREEN POWER TARGET POINT  
16,000 kwh per quarter**

This last power bill we used 12,644 kwh and in the last year we have used around 57,000 kwh.

**How good is that – 8,000 kwh p.a. better than our goal?**

This quarter in '07 we used 188.08 kwh per day, in '08 it was down to 164.89 kwh per day and now in '09 its 140.5 kwh per day.

**We share our energy story because our journey  
was neither hard nor overly expensive.**

**You too could do it at home or in your business.**

**The concept of saving money and the planet  
at the same time is very, very possible.**

**We didn't have a big budget, a purpose built building  
or a whole lot of expertise  
yet we have achieved a carbon reduction far greater  
than anyone is game to talk about in Copenhagen.**

***Before closing it would be remiss not to acknowledge the wonderful  
support and self discipline all staff have shown.***

**We have had an increase in production output over the period  
so our energy savings aren't due to reduced output.**

**We used ecoBiz and Lean Manufacturing  
techniques to surpass our goals.**

# Finally doing the right thing has enhanced our brand and opened new markets.

Winner of the 2009 Sustainable Industries Westpac Corporate Sustainability Award

Queensland Printing Industry's Queensland Environmental Management Award in 2007 and 2008

Queensland Printing Industry's Business Excellence Award in 2004, 2005, 2006, 2007 and 2008

Finalist in the 2008 Telstra Business Awards in the Social Responsibility category

**2009** **WINNER**  
QUEENSLAND Sustainable Industries Awards

