

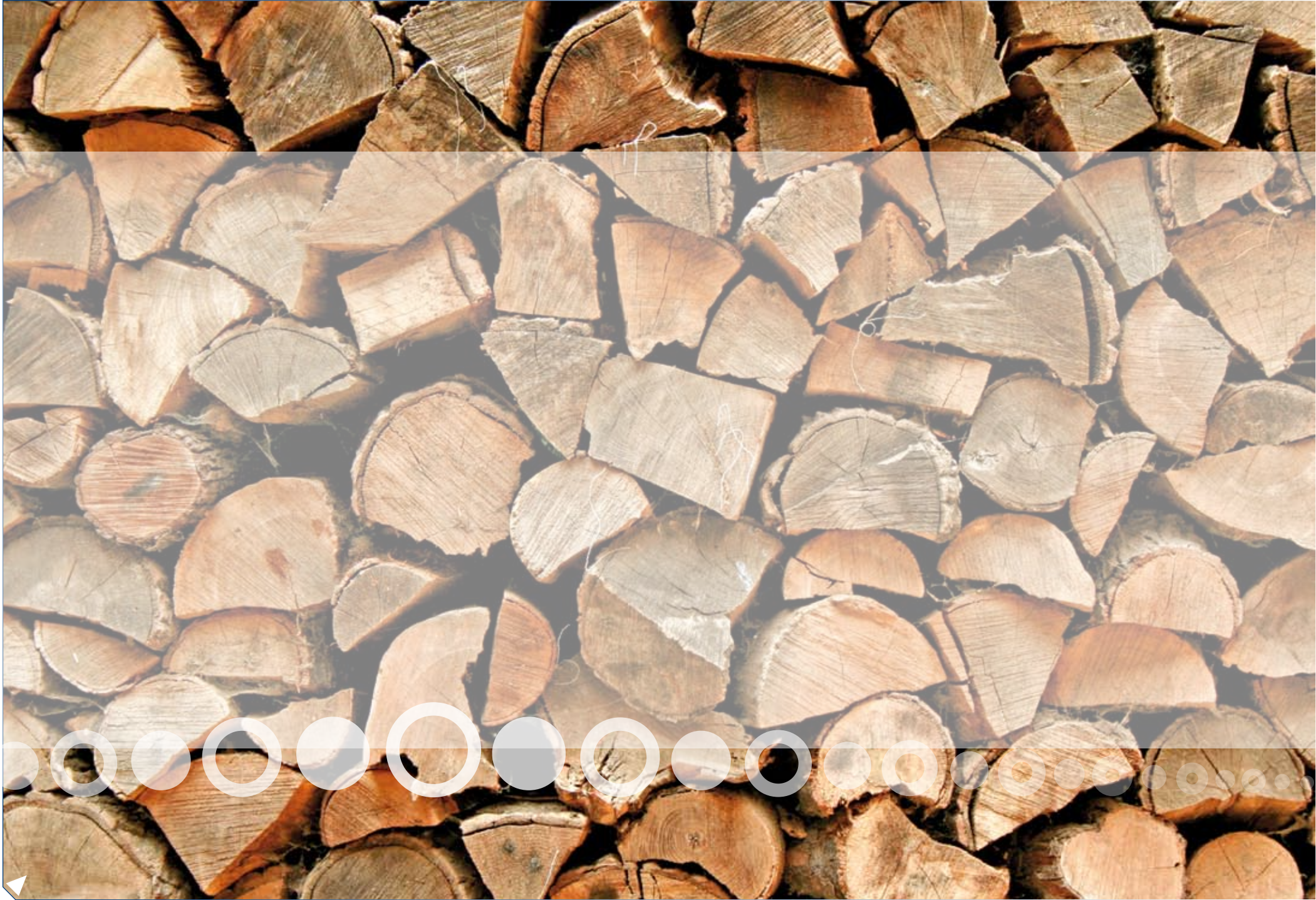
WICKLIFFE

SUSTAINABILITY REPORT

WICKLIFFE



2009





# SUSTAINABILITY

» Sustainability is a core value at Wickliffe and is founded on the three key pillars of economic, social and environmental responsibility.

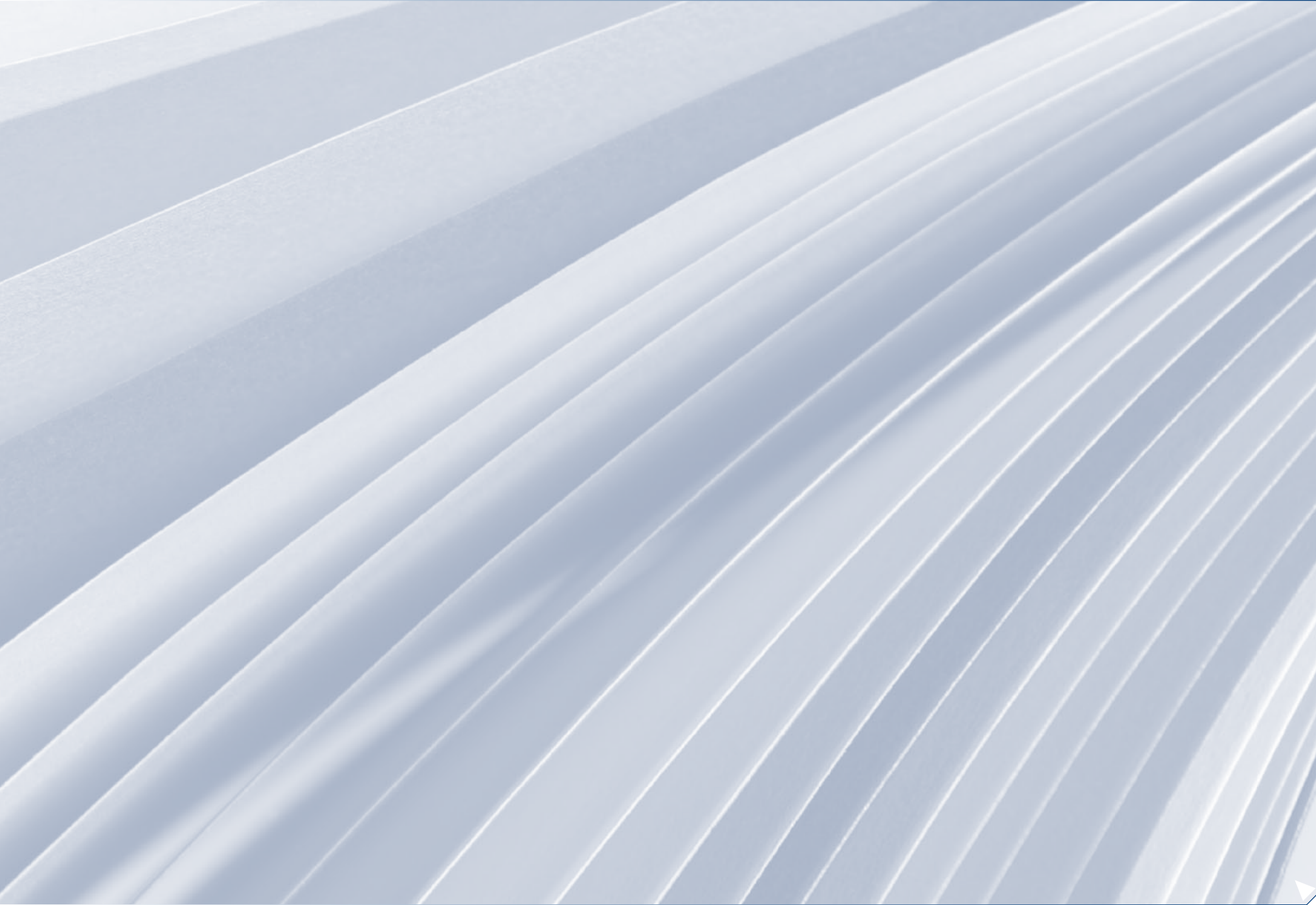
Wickliffe's environmental vision is to be a sustainable corporate citizen and acknowledges its obligation to operate sustainably throughout the organisation. We strive to continuously minimise our environmental impact and reduce our 'carbon footprint'.

**Our passion is to:**

- manage our operations to comply with all environmental laws, regulations, approvals and consents;
- regularly review and set environmental objectives to achieve continuously improving environmental performance;
- apply the discipline of sustainable management, procurement measurement, mitigation and third-party certification;
- maintain constructive dialogue with neighbours, community and staff on sustainable performance;
- drive a culture of sustainability within the business through visible management, leadership, training and communication – both internally and publicly.

Sustainability is good practice, good business and creates a desirable and value-rich environment for current and future team members. At its core our philosophy focuses on sustainable procurement, reducing resource consumption and carbon emissions, reusing resources where practical and recycling the balance.





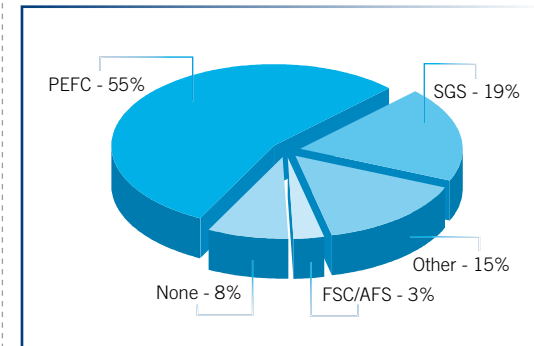
## SUSTAINABLE PROCUREMENT

### Our paper at a glance:

Paper selection is fundamental to sustainability in the communications industry. Wickliffe has developed a robust model to determine the level of paper supply sustainability using several points of measurement. The first five points are based on the Ministry for the Environment's Five Star Paper Rating Scheme. We then consider the Mills Social Responsibility programmes, and finally we look for well developed Continuous Environmental Improvement programmes.

All paper consumed by Wickliffe is certified ISO 14001 environmental management system accredited and bleached chlorine free. Further, in the context of a global paper market with less than 15% of forest fibre certified, 58% of the paper consumed in Wickliffe plants is certified either FSC or PEFC. Wickliffe is committed to obtaining FSC and PEFC Chain Of Custody (COC).

Wickliffe paper fibre certifications



Of the total tonnes purchased during the past year, 2.1% was recycled stock and 83.6% carried an eco-label. More information is available at [www.wickliffe.co.nz](http://www.wickliffe.co.nz)

**Our inks:**

Ink selection is equally important and together with the largest global ink supplier we have developed a ground-breaking and leading-edge ink selector to ensure the most sustainable choice of ink for each particular application. Our model is focused on significant environmental impacts of printing inks and incorporates parameters for volatile organic compounds, ozone-depleting substances, heavy metals during manufacture and use, the ability to recycle finished product, solvent usage and, finally, compliance with New Zealand standards and Environmental Management Systems at point of manufacture. More information is available at [www.wickliffe.co.nz](http://www.wickliffe.co.nz)

**Our suppliers**

All of our major subcontractors and suppliers are audited in regard to their safety and environmental credentials. This is a commitment we have made under ISO 14001. Wickliffe has committed to increasing environmental considerations in the selection of suppliers for our preferred supplier panel.





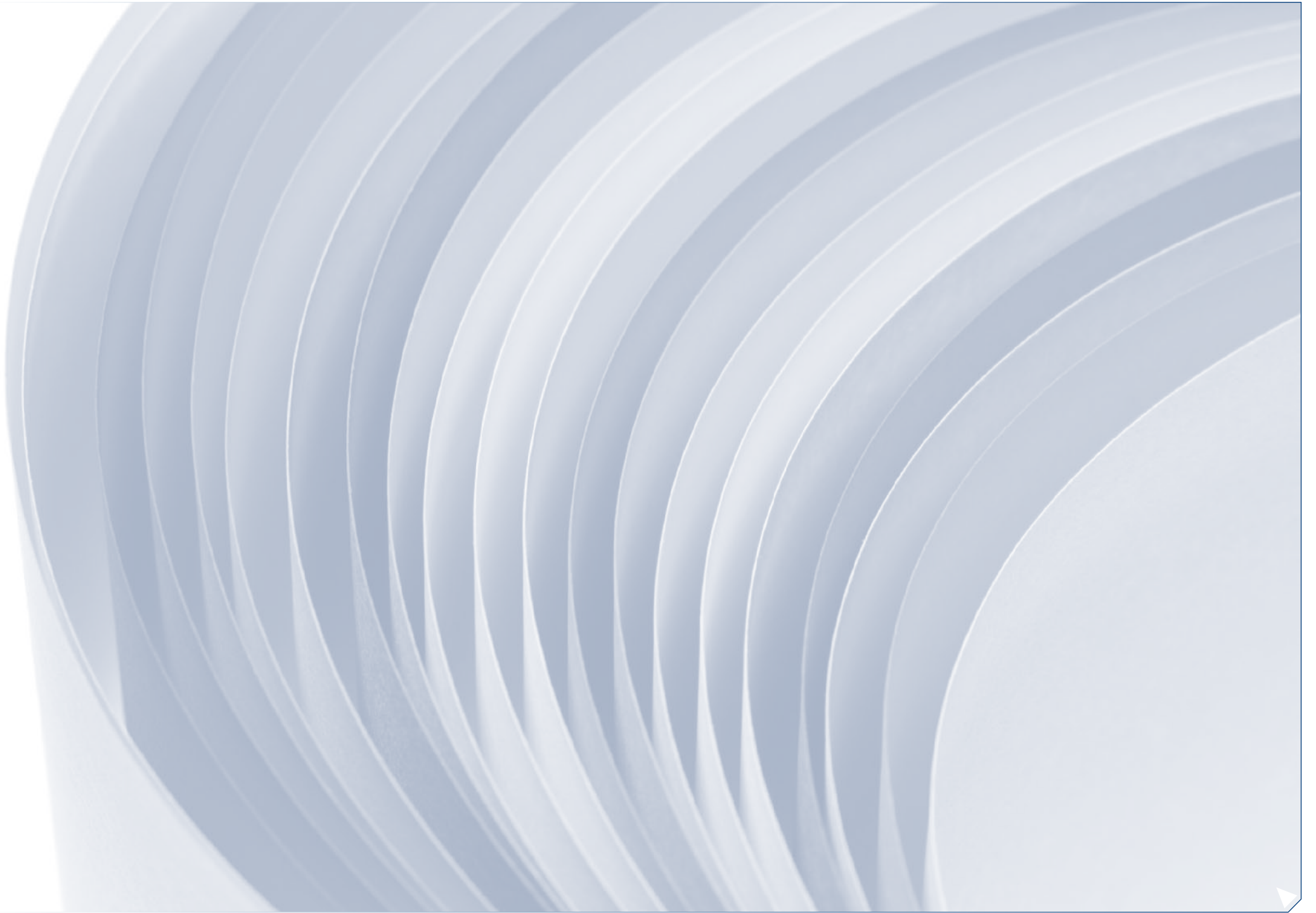


(EMS)

» Environmental Management System

We have implemented an Environmental Management System, Enviromark administered by Landcare Research, and continue to improve our performance year on year in this programme. Wickliffe currently holds Enviromark Silver accreditation. This EMS covers compliance with legislation, consents, continuous improvement and internal processes and practices.



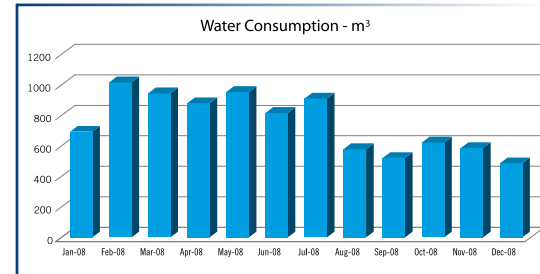
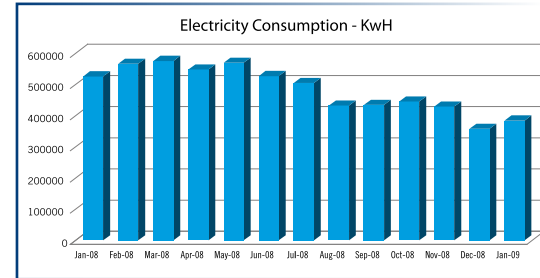


**Sustainability in practice**

All waste paper from production plants is segregated by grade and recycled for reuse in packaging or de-inked pulp (export). Where possible butt reels are sheeted for use in office printers, thus reusing paper that would otherwise enter the waste stream at this point. All staff recycle paper into the overall fibre waste recycle stream, significantly reducing waste to landfill.

Beyond paper Wickliffe has guidelines for the purchase, use, recycling and disposal of printing plates and film, perforation, cutting and creasing blades and used ink containers. Wooden pallets, office equipment and consumables, including toner and ink-jet cartridges, are also managed to reduce waste to landfill.

Our sustainability plans for the future incorporate formal carbon audits. Currently we are undertaking internal analysis, measurement and management. Over the past 12 months resource consumption and emission reductions have exceeded expectations with electricity usage falling by 33% and water by 30%. This is, in most part, due to removing inefficiencies in plant and sites, and improved production planning processes.



Further management of emissions is achieved via careful scrutiny of the purchase of all forms of fuel used by Wickliffe for its vehicles, mobile plant and stationary equipment. In addition company vehicles are selected on the basis of their environmental rating. Expenditure on road, train and air travel is kept to an absolute minimum by the use of alternative means of communication – such as video/audio conferencing facilities and other electronic communication methods.

**Benefits to our clients**

Sustainability forms one component of an holistic and company-wide continuous improvement imperative that encompasses quality management and the provision of a safe and secure environment.

These issues are always a priority for Executive Management with regular monthly national staff and management forums that set goals, review progress and ensure governance. Reporting systems capture and categorise performance and set the agenda for each new improvement iteration.

This framework provides our clients with outcomes that conform to the highest standards of risk management and certainty that services are

provided sustainably and demonstrably with credible third-party accreditation. Joint problem-solving and responsiveness to client needs led to the introduction of print-on-demand methodology with the New Zealand Transport Authority (NZTA), dramatically reducing print consumption in one key category. We welcome and seek opportunities to meet increasingly stringent standards – this is the stuff of progress!

We provide the opportunity to customers to sponsor tree planting and, where appropriate, support selected community projects, preferably in education. We also support industry development with separate members of our executive filling the roles of Chair PrintNZ and Chair NZ Paper Forum.







# GLOSSARY

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» Glossary of Environmental Terms





#### **Chain of Custody**

The means of tracking a product along the supply chain. For instance, being able to trace paper from the forest of origin, through pulp and paper mill, paper merchant and printer to the end user. Often a third party audits the Chain of Custody system, as with the FSC and PEFC schemes, i.e. 'splinter to printer'.

#### **DIP**

De-Inked Pulp. Pulp consisting of fibre from paper previously printed, which has had the ink removed.

#### **ECF**

Elemental Chlorine Free. Paper pulp bleached without the use of elemental chlorine but instead using some chlorine dioxide, along with non-chlorine agents such as oxygen. Pulp using ECF methods contains up to 0.5kg of AOX per tonne of air-dried pulp.

#### **EMS**

Environmental Management System. A business process that ensures that environmental matters are addressed through a documented system.

#### **EU Eco-label**

European Union scheme to promote 'green' products, including paper. It uses a stringent life cycle analysis to identify where a product might harm the environment (manufacture, distribution, disposal, etc.) taking into account various factors such as energy usage and emissions. Rarely used for paper products.

#### **FFCS**

Finnish Forest Certification System. A scheme for auditing forestry operations in Finland, taking into account the effects on the environment. Now part of the PEFC scheme.

#### **FSC**

Forest Stewardship Council. An international organisation promoting responsible forest management. FSC has developed principles for forest management which may be used for certifying the management of forest holdings, and a system of tracing, verifying and labelling timber and wood products which originate from FSC-certified forests.

### ISO 14001

The standard published by the International Organisation for Standardisation specifying the requirements of an environmental management system.

### PEFC

Programme for the Endorsement of Forest Certification. A scheme for auditing forestry operations, taking into account the effects on the environment.

### Recycled Fibre Classification

Mill Broke – waste that has not left the mill.

Pre-consumer fibre – waste that has left the mill but not reached the consumer, typically from the printer or converter.

Post-consumer fibre – post-consumer waste, collected from homes, offices, etc.

Post-consumer mechanical fibre – post-consumer waste, typically newspapers.

To be classified as recycled the grade should contain no less than 50% of the total fibre from any combination of the above sources with the percentages given for each.

### Sustainable Development

A way of living and working which meets the needs of the present without compromising the ability of future generations to meet their own needs.

### Recycled

To obtain the Recycled label, a paper must contain recovered materials. The amount may vary considerably, from small percentages of pre-consumer to 100% post-consumer materials, and any combination of the two. Most recycled papers will have a recovered content of at least 20%.

### TCF

Totally Chlorine Free. Paper pulp that is bleached without using chlorine in any form, thus giving an AOX level of zero. The alternative bleaching agents used might be liquid oxygen, hydrogen peroxide or sodium hydroxide.



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