

Vega Colour Group

Profile

Vega Colour Group is a commercial sheetfed printer, that combines personalised service with state of the art technology. Based in Melbourne, the organisation employs approximately 115 staff, providing a wide range of printed products as well as services such as finishing, warehousing, distribution and print management.

The organisation is committed to environmental sustainability through adherence to their Environmental Management System (EMS). This aims to implement green initiatives into all goods and services provided, including sourcing paper from sustainable forests, using eco-friendly inks, as well as minimising waste and increasing the volume of recycled matter.

Recyclable Canisters containing Vegetable and mineral based VOC free inks.



Recycling and Green Initiatives:

Vision

To help deal with issues surrounding global warming and sustainability, Vega Colour Group published its formal Environmental Policy in 2005, as well as implementing a continual improvement program and a certified Environmental Management System (EMS).

To ensure Vega has a minimum impact on the environment, this has entailed the organisation:

- Ensuring it meets and exceeds all local, state and federal regulatory and legislative requirements.
- Adequately providing the necessary resources to reach environmental targets, including staff training.
- Establishing and maintaining an environmental committee to implement this policy.
- Pursuing a waste management program that ensures waste minimisation, and increased recycled matter.
- Developing operational controls for cleaner production in all aspects of the business including, housekeeping and

office management, printing and delivery.

- Regularly reviewing and setting objectives in accordance with the environmental policy

Planning

To achieve certification for an Environmental Management System, Vega was assisted by external consultants, and embarked on professional staff training to ensure full understanding of the requirements involved. This was a huge success, with certification being granted in November 2006.

Vega has also participated in Victorian Government funded, 'Grow Me the Money' program, through which Vega conducted self audits to analyse its resource use. Vega has achieved the highest sustainability award in the program and believes it is acting as a mentor for other businesses by positioning ourselves as an environmental sustainability leader in the Australian printing industry.

The program is overseen by the Environmental and Commercial Managers, and is supported by the Managing Director. The progress of the program is reviewed internally by the Senior Management Committee, and Environmental Management Committee and audited externally by SGS Australia.

Greening your workplace

50% ✓
**reduction in
waste going to
landfill.**

Implementation:

To effectively implement our environmental policy, Vega sought to communicate with both staff and customers. New staff members were given training on how to recycle and given a copy of Vega's recycling poster, while existing staff are given refresher training on a biannual basis. By updating the website with environmental objectives, achievements and plans, this also ensures that staff and members of the public can view Vega's environmental plan.

Vega has also released marketing collateral which engages new and existing customers to take up the challenge to be more conscious of environmentally sensitive options when making printing choices. This kit includes educational material to help customers understand common terminology associated with the environmental aspects of printing.

Apart from educational strategies, Vega has also implemented office policies, such as replacing computer screens with flat screens to save energy, with plans to install rainwater tanks to provide water to machinery and bathrooms.

Results and Benefits:

There have been many positive outcomes of the program, including more efficient use of energy, reductions in water usage, and a 50% reduction in the amount of waste sent to landfill.

Challenges:

The main challenge faced by Vega was accepting that the financial pay back period on environmental projects is low. However, through continued commitment and support of senior management, this was overcome.

Future:

Research and networking will continue to help Vega find new initiatives and opportunities to "green" the business.



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Craig shows how cardboard is compacted for bulk recycling