

PressLines

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Ripon Printers Expands Environmental Commitment Through Green Tier Program

Environmental responsibility begins at home, which is why Ripon Printers recently committed to the Green Tier program sponsored by the Wisconsin Department of Natural Resources (DNR). Green Tier gives environmentally innovative companies that go beyond minimum regulatory standards compliance the support for their efforts to engage in superior environmental performance while improving their bottom line. The program adapts to the needs of the company, community and environment by using collaborative contracts, charters and environmental management systems.

Tier I Participation

The program offers two levels of involvement, and Ripon Printers is currently a Tier I, entry-level, participant. To qualify, Ripon had to:

- Demonstrate a strong environmental compliance record with no recent civil or criminal judgments or DNR citations.
- Commit to implementing a formal Environmental Management System within one year.
- Conduct annual performance reviews with results submitted to the DNR.
- Execute prompt follow-up action to any findings of non-compliance discovered during annual reviews.
- Demonstrate continued improvement of environmental performance.

After implementing an effective Environmental Management System and further establishing a history of superior environmental performance, Ripon Printers would be eligible to become a Tier 2 participant. These are companies that represent



truly exceptional performance that includes not only going above and beyond, but also bringing about change in their industry, region or within their supply chain.

"I'm pleased the Ripon Printers team is so enthusiastic about meeting the significant challenges of the Green Tier program," says Andy Lyke, Ripon Printers' president. "We're all very proud of our environmental accomplishments to date, but our company DNA always seems ➤

to push us above and beyond normal expectations. I look forward to Ripon Printers achieving the exceptionally high standards set by Green Tier and, most importantly, to the benefits our achievements will deliver to the environment.”

Aggressive Year-One Goals

Ripon Printers is already in the planning stages for creating and implementing a comprehensive Environ-

mental Management System as well as achieving a broad range of challenging goals that encompass:

- Reducing volatile organic compounds (VOC) emissions from press wash-up by standardizing procedures, identifying a best-practices approach and testing wash-up solutions with lower VOC emissions.
- Conserving energy by identifying and repairing leaks in the compressed air system while also identifying and correcting any misuse practices.
- Investigating energy reduction options for the baler room.
- Exploring options such as a wash-water recirculation unit that would dramatically reduce the amount of water required for plate processing.
- Monitor performance of our reverse osmosis water system to evaluate possible efficiency improvements.
- Obtain Forest Stewardship Council (FSC) certification to establish chain-of-custody procedures that ensure our paper products come from well-managed forests.

Ripon's History of Environmental Performance

Annual Recycling

- 10,000,000 pounds of paper
- 520,000 pounds of cardboard
- 60,000 pounds of plastic
- 65,000 pounds of aluminum
- 98 percent of waste coldset web ink filtered and reprocessed for internal reuse

Energy Reduction

- 1,000,000 kilowatt hours saved annually through lighting upgrades
- 2006 Orion Energy Services “Environment Stewardship Award”
- “Energy Savings Assessment” completed through “Save Energy Now” program
- Energy Management System monitors energy usage and controls air conditioning requirements during peak usage periods

Production Advancements

- Electronic file transfer
- Computer-to-plate system eliminates film as well as processing chemistry and water requirements
- Imaging printing plates with more efficient, lower intensity light sources
- Reducing water usage to process printing plates by 1200 percent
- CoMail system reduces fuel usage by combining mailings going to same destinations

Health & Safety

- Completely smoke-free campus

We will also be tracking and monitoring our overall performance and communicating our progress to all stakeholders – customers, employees and vendors – as well as using the annual audit to identify future improvement opportunities.

For more information about Ripon Printers' environmental programs and to discuss your specific green marketing goals, please contact your Ripon representative, call toll free at 800-321-3136 or send an e-mail to sales@riponprinters.com. **RIPON**

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Road Trip

Have you ever ridden in a minivan with five other adults? It's actually not too bad, especially if you are not the one driving. Recently I took a trip with five other colleagues in our company van. A few days later, the person who drove mentioned that one of the other five passengers sent him an e-mail about the driver tailgating during the trip.

The passenger who sent the e-mail stated that he was unsure as to whether or not to send the e-mail as driving is kind of a personal, touchy subject. However, the passenger's concern for the driver won the day, and hence he did send the e-mail.

At first blush, the driver wasn't too happy about the e-mail, wondering if there was a "hidden agenda." However, upon reflection, the driver realized that the passenger had the best of intentions and appreciated the passenger's concern.



Andy Lyke

After hearing about the e-mail, I couldn't help but reflect on how that incident shows how different people react to the same situation. One person noticed the tailgating but didn't mention it. One person noticed it and wrote the e-mail (although 48 hours after the fact), and the person riding "shot gun" didn't notice anything at all. (I don't know about the pas-

sengers in the back – I guess they don't count!)

It's interesting and perhaps a metaphor for business that if you stick people in the same situation, you may have different viewpoints or observations even though you went through the same thing. Certainly, the person who witnessed the tailgating and said something did the right thing, albeit a bit late (it would have been best if he had said something while we were driving). The person who noticed it but did nothing is guilty of inaction, and the other two were just oblivious to the whole thing.

The lessons? One, keep your eyes open to threats and opportunities. Two, if you see something that doesn't look right, say something right away while it can have an impact. Third, don't tailgate!

Anyone ready for a road trip?

RIPON

Congratulations to Ripon's 2007 Premier Print Award Winners

The Premier Print Awards could be thought of as the Academy Awards of printing – complete with an international flavor, a little suspense and recognition of the best of the best.

Now in its 58th year, this competition recognizes those responsible for the creation and production of outstanding print communications. Sponsored by Printing Industries of America/Graphic Arts Technical Foundation, there were more than 5,000 entries this year with only 24 percent earning

any awards – down two percent from last year.

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Affinity Group

Award of Recognition (Second place)

Web Press Printing, Uncoated Paper (4 or more colors)

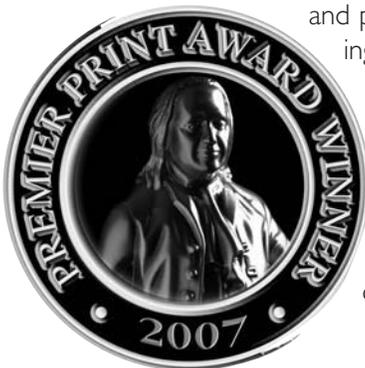
Also earned a second place in the Printing Industries of Wisconsin Graphic Excellence Awards.

Wolfmark Trade Catalog

Certificate of Merit (Third place)

Web Press Printing, Coated Paper (4 or more colors)

*Also earned a second place in the Printing Industries of Wisconsin Graphic Excellence Awards and a third place in the Web Offset Association Print Competition. **RIPON***



Healthy... and wise!

Promoting healthy lifestyles

As of January 1, 2008, Ripon Printers became a completely tobacco-free company. While our building has been tobacco-free for many years, we elected to extend this to our entire campus as well as adjacent property in the front of our building in a move to further promote healthy lifestyles.

This ban extends to vehicles parked on our property as well as to employee-driven company vehicles or personal vehicles if on company business. We hope you will visit us in the near future and enjoy our tobacco-free campus!

Medical question, problem? Head to the bindery!

When wrestling with increasing medical costs some time ago, we wondered if an on-site clinic could eliminate some costly office and emergency room visits. After just completing our first year, Ripon Printers' Express Care – our on-site clinic located in

the bindery – is indeed a winner.

Staffed by a nurse practitioner from Ripon Medical Center (RMC), Express Care is open 10 hours each week in time slots to address the schedules of all three shifts. Administered care runs the gamut from sniffles and sore throats to ear problems and beyond!

In the first 11 months, RMC estimated we avoided 51 off-site office visits. We also were able to avoid some worker's compensation costs by catching things quicker – not waiting to go to a provider off-site. Dollars saved is estimated at about \$8,418.

Let's "Call It Quits"

To support our employees – and their spouses – who desire to quit smoking, we are sponsoring a no-cost smoking cessation program at our plant. Local health care provider Affinity Medical Group started the six-session "Call It Quits" program in January. Affinity's professionals also will provide information, support and nicotine replacement products.