



EMAS CAN HELP YOU REDUCE COSTS AND GAIN OTHER USEFUL BENEFITS

# THE IMPORTANCE OF AN EFFECTIVE ENVIRONMENTAL MANAGEMENT SYSTEM

Implementing an effective environmental management system (EMS) is a good way to achieve cost reduction. The most appropriate EMS for many printing companies is ISO 14001, gained through a UKAS (United Kingdom Accreditation Services) regulated auditor.

Along with reduced costs and environmental impact, ISO 14001 brings competitive advantage in the shape of new business opportunities and client retention. EMAS (Eco Management and Audit Scheme) is now the chosen scheme for progressive printers, and actually predates ISO 14001; it was not until 2001 that ISO 14001 was integrated as the environmental management system required for EMAS.

With EMAS, environmental improvement

and therefore the potential for cost savings is taken to a different level. It also introduces the concepts of honesty, transparency and credibility. That represents great news for print buyers. Instead of having to listen to unsubstantiated green claims, everything you need to know about a printing company is in the externally verified Environmental Statement.

#### Formal commitment

If your company has a well run EMS and you recognise the need to measure, record and analyse your performance in order to make improvements, EMAS should be a relative formality. A full environmental review is required as is a formal commitment to comply with all relevant legislation and achieve

continual environmental improvements.

EMAS requires the publication of specific performance information: Core Indicators. These include electricity, gas, water and general waste; which are also the obvious areas to focus on when looking to reduce outgoing costs. EMAS recognises the importance of staff participation, without which most environmental initiatives are doomed to failure.

Every detail in the Environmental Statement, as well as for performance claims, how it was established, is externally verified before the statement is approved; the same applies to the annual updates.

→ For more information please contact Philip Thompson, Team Manager ViPP Core Team, on 020 7915 8377.



## CASE STUDY: BPIF MEMBER MAKING IMPRESSIONS: RECOMMENDED FOR EMAS REGISTRATION OCTOBER 2010

David Shorto and Making Impressions are working together on EMAS

Making Impressions already had ISO 14001 in place as an EMS as well as additional procedures to measure, record and log a wide range of performance aspects. Therefore, for this company EMAS was indeed a relative formality. The complete process, from the day Making Impressions decided to gain EMAS registration, to auditor approval, took less than six months.

Funding assistance was gained and the year one cost to Making Impressions was less than £3000; the company expects to

recoup more than this through cost savings and new business opportunities. Although client retention is difficult to quantify, the EMAS registration means that Making Impressions is guaranteed not to lose any clients because other companies have a higher environmental status.

In our EMAS Environmental Statement we've publicly committed to some very specific targets for progress during 2011: increased recycling and reduced general waste and reduced gas, water and electricity

use. Our progress will also be externally verified and published in next year's statement.

At the time of writing only seven UK printing companies are EMAS registered but the number of printing companies working towards EMAS is in double figures.

David Shorto is a part-time print buyer for Greenpeace and an environmental consultant specialising in EMAS.

# WHAT IS INNOVATION?

TONY HODGSON LOOKS AT THE BENEFITS OF EMBRACING CHANGE

"IN A TRADITIONAL PRODUCTION-ORIENTED ECONOMY, GROWTH IS DRIVEN BY PRODUCING MORE OF THE SAME. IN THE INNOVATION ECONOMY, GROWTH IS ABOUT DOING MORE NEW THINGS THIS YEAR THAN LAST YEAR."

**D**oes your business innovate? Does it even need to? And in any case what exactly is meant by "innovation"?

You'll find plenty of answers to that if you search for "What is innovation" in Google – ranging from the classic business gurus' definitions to concepts more in tune with our experience of technological change in the digital age. But all ideas about innovation share the view that it's more than just invention. It's about introducing new products or services to the market and creating profitable growth from that.

"In a traditional production-oriented economy, growth is driven by producing more of the same. In the innovation economy, growth is about doing more new things this year than last year." So says David Nordfors of Stanford University on the [www.america.gov](http://www.america.gov) website.

But according to a book called *Blue Ocean Strategy*, the key to success in today's overcrowded industries is value innovation – the "simultaneous pursuit of differentiation and low cost". The authors, from one of Europe's leading business schools, define a blue ocean strategy as one which creates and captures new demand, generates uncontested market space and makes the competition irrelevant.

#### Picfliks - an Innovative iPhone app

I recently came across an example of an innovative product and service which aims to achieve that by being different as well as low-cost.

A well established trade printer in South East England has recently invested in digital technology for photobook and photoproduct manufacturing. They have also developed a unique proposition to enable consumers to order a digital printed photo booklet from their smartphone. It's called Picfliks and has been available for the iPhone since June.

Picfliks products are 16-page A6 landscape booklets, displaying 15 photos selected by the user which they have taken on their iPhone. The cost is £3.99 for the first Picfliks booklet and £3.00 for additional copies which the user pays through PayPal when an order is made – all from their smartphone. The app itself is free to download.

#### Workflow

The workflow is simple and almost completely automated from the phone to the post. When the payment transaction has been completed, the Picfliks app uploads the selected photos with a file containing job ticket data to the Picfliks FTP server. The app encodes the image and data file names using the PayPal transaction reference to ensure that they are correctly assembled into each Picfliks booklet.

A script running in the background on the server checks for completeness of the booklet, orients the images correctly, generates a unique barcode for the back page, imposes the booklet and loads the print-ready files on to the queue of an HP Indigo 7000 where they are batch-produced within 24 hours of order.

After each daily batch of booklets has been finished on a Duplo bookletmaker, each barcode is scanned to generate an address label for an envelope into which the booklet is inserted.

In four months since the Picfliks app was released, daily production has averaged around 240 booklets with an average of 2.2 books per order.

#### Picfliks is a service – not just a product

So what's different? There are over a quarter of a million different apps on Apple's AppStore alone. There are many mobile-to-print apps already – especially postcard printing apps. The automated workflow is straightforward for any digital printing and finishing operation, and while getting the app developed was time-



consuming and expensive, the costs of this will only reduce, making it easier for everyone.

What makes Picfliks different is what the service is for. It is not just another on-demand consumer photobook product; it's a fund-raising tool for charities, clubs and other not-for-profit organisations. Julian Marsh, the Managing Director of Minotaur plc which owns Picfliks, recognised that inventing the product was comparatively easy but getting people to use it enough would be altogether harder. His brainwave was to distribute Picfliks into the not-for-profit sector through an affiliate marketing scheme to raise money for good causes.

This is how it works. Every Picfliks app must be activated with a promo code before it can be used. Picfliks gives out codes to agents, who distribute them to fundraisers in not-for-profit organisations. Fundraisers receive 65p from every Picfliks booklet ordered using their unique promo code and the agents retain 20p. A typical use is at a fund-raising event at which participants are encouraged to take pictures and create Picfliks booklets to send to their friends. The participants are charged the standard price for each booklet knowing that 65p of their payment will be donated to the fundraising cause.

For example, a church organised a summer event for its restoration fund and gave out a promo code to the iPhone users there to take pictures and buy Picfliks booklets as souvenirs. Over 300 Picfliks booklets were ordered which raised £200 for the fund.

#### Value Innovation

Picfliks is different and low-cost – a great example of "value innovation". The price-point for booklets was carefully researched; potential users said it needed to be less than £5 per booklet. The completely automated workflow helps Minotaur to minimise production costs. The simplicity of the app, the speed of

fulfilment and the quality of the product make it a satisfying customer experience. Finally, the affiliate marketing programme makes it different.

Picfliks is not just another photobook product – it is a fund-raising service. This is what has helped it to generate over 30,000 orders since launch; and everybody wins!

Picfliks will soon be published as a PODi case study and Julian Marsh will be talking about it in the Innovation stream at the forthcoming dotgain.org Conference and PODi UK AppForum on November 30 in London.

→ Find out more at [www.dotgain.org](http://www.dotgain.org)  
Or contact Lori Laius on 020 7915 8321  
or email [lori.laius@dotgain.org](mailto:lori.laius@dotgain.org)