



MANUFACTURING RESPONSIBLY

Ward Griffin, CEO The Lowe-Martin Group

THE LOWE-MARTIN GROUP

- ① 105-year old print and communications company
- ① One of the largest privately owned in Canada
- ① Magazines, Stamps, product marketing, direct mail, point of purchase
- ① Recognized as one of the most environmentally progressive printing companies 6 years in a row (Canadian Printing Awards)
- ① Printing Industry is shrinking by 1%-3% yearly



ENVIRONMENTAL SUSTAINABILITY AND STRATEGY

- ◎ Part of Lowe-Martin's Strategy
 - ◎ Considered during all business planning
 - ◎ Considered with our need to be profitable
 - ◎ Never a step back, always a step forward (some years large, some years small)
 - ◎ Printing and Paper industries have become more environmentally responsible



THE PRICE OF PRECIOUS

THE MINERALS IN OUR ELECTRONIC DEVICES HAVE
BANKROLLED UNSPEAKABLE VIOLENCE IN THE CONGO.
(NATIONAL GEOGRAPHIC, OCTOBER 2013)



SUPPLY CHAIN ENVIRONMENTAL CHALLENGES

- ◎ Paper: \$30 million
 - ◎ Forest Stewardship Council (FSC) chain of custody certification
 - ◎ Recycled before and after (25 year strategy)

- ◎ Chemicals: solvents, developers, Inks
 - ◎ Environmental Choice Program (EcoLogo)
 - ◎ Vegetable based inks, mix on site

- ◎ Non-Paper Supply Chain
 - ◎ Buy environmentally friendly supplies/equipment
 - ◎ Include in Specifications

- ◎ Energy Consumption
 - ◎ Zero emission power (Bullfrog Power)
 - ◎ Reduction – partnered with Hydro Ottawa (350 000 kWhs – savings)
 - ◎ water cooling equipment versus venting hot air



CORPORATE ENVIRONMENTAL CHALLENGES

- ◎ 2011 Environmental Sustainability Report
 - ◎ Priorities are climate change, sustainable forestry, resource management and waste management

- ◎ First “Carbon Neutral” printer in Ontario
 - ◎ Work with Pembina Institute and Carbonzero
 - ◎ Scope 1, 2 and 3

- ◎ Internal Green Team (Employee Involvement)

- ◎ Sustainable Buildings



ADVOCACY

- ◎ Promotion to our customers of the use of PCW fibre in paper resulted in:
 - ◎ 21,626 trees preserved
 - ◎ 38,266,697 litres of water no consumer
 - ◎ 306,950 kg solid waste not generated
 - ◎ 845 tonnes of CO₂e green house gases prevented
 - ◎ 9,714,000,000 BTUs energy not consumed

- ◎ Industry Leadership
 - ◎ Multiple speaking events
 - ◎ Hosted environmental awareness events in Toronto, Ottawa, New York and the Maritimes
 - ◎ 15 new printers using Bullfrog power since we started
 - ◎ Almost all printers in Ottawa are EcoLogo certified
 - ◎ Winner of the Leadership in Sustainability – Manufacturing (Partners in Project Green)



CASE STUDY: REGION OF HALTON WASTE MANAGEMENT CALENDAR

- ◎ Halton Region (500 000 population – west of Toronto)
 - ◎ Recovers paper/other recyclables at curb
 - ◎ Educate public

- ◎ Lowe-Martin
 - ◎ Assisted in re-design – reduced paper by 20%
 - ◎ 100% PCW/FSC paper produced using biogas
 - ◎ Green electricity for production
 - ◎ Offset paper manufacturing, print production and Delivery
 - ◎ 100% of waste paper from manufacturing is recycled

- ◎ Cascades (paper recycler/manufacturer)
 - ◎ Collected paper/other recyclables from printers/community
 - ◎ Manufactures Enviro 100 paper

- ◎ Consumer/Halton Region Resident
 - ◎ Increases recycling of paper and other recyclables
 - ◎ Better educated



CONSTANT IMPROVEMENT



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