

# PMP's growing a sustainable future





## Our Mission

PMP is the leading integrated provider of consumer insight and printed communications solutions in Australia and New Zealand, and we take our responsibilities very seriously.

As well as meeting our client's needs, our mission is to be a responsible corporate citizen in all things environmental, and to help our clients as we all move towards a low-carbon future.

We've been working hard for more than 18 years to reduce our impact on the environment by looking at the environmentally critical areas of our end to end operations, and applied the four tests of our sustainability policy – reduce, reuse, recycle and replace.

Here's what we've achieved, and how PMP is growing a sustainable future.

## Our Growth

PMP has maintained a strong awareness and firm commitment to its impact on the environment. We are proud to continuously achieve sustainability milestones for our organisation in the form of accreditations, investments and achievements such as:

**1991**

Became a member of the Publishers National Environmental Board

**1999**

Upgrade of presses to reduce energy usage and water consumption across our manufacturing sites

**2000**

National Pollutants Inventory reporting begins

**2003**

Moorebank receives Environment Management Award for excellence in Contribution to the Environment by 62% reduction in land fill volumes over the first year.

**2004**

5% reduction in overall carbon emissions intensity achieved in FY04 compared to FY03

**2005**

17% reduction in overall carbon emissions intensity achieved in FY05 compared to FY04

Commenced installation of press equipment to reduce chemical emissions from printing process, and increase energy efficiencies

**2006**

Finalist in Sydney Water's 'Water Conservation' awards for Moorebank after reducing water consumption from print operations by 45%

Level 3 accreditation achieved in WA's Green Stamp program, which recognises environmental initiatives in the WA printing industry

Gold Standard certification by EnviroMark NZ for the continuous improvement of our environmental performance at our Auckland and Christchurch sites

## Sustainability issues to consider when choosing paper:

- Is it Forest Stewardship Council (FSC) or Programme for the Endorsement of Forest Certification (PEFC) certified?
- What is the level of plantation forestry accepted?
- What percentage of recycled paper do you require?
- Do you wish to embrace a carbon neutral paper solution?
- What is the carbon footprint of the paper chosen?

## Sustainability issues to consider when choosing a print supplier:

- What carbon efficiency programmes are in place?
- What is the carbon footprint of the printing process?
- How can I offset carbon emissions across the full product life cycle - paper, printing, publishing and distribution?

### 2007

9% reduction in overall carbon emissions intensity achieved in FY07 compared to FY06

Forest Stewardship Council (FSC) certification at our Clayton and Salisbury printing sites

EEOP reporting begins

Energy & Water Efficiency Program begins

Commenced annual sustainability reporting, and introduced the PMP sustainability tree

### 2008

New regenerative thermal oxidiser installed at Moorebank

International Carbon Disclosure Project reporting begins

All major heat-set print sites in New Zealand commenced using electricity from 100% renewable sources

Commenced purchasing carbon credits in FY08, which includes tree planting through Greenfleet Australia to offset 100% of emissions from fleet cars

5% reduction in overall carbon emissions intensity achieved in FY08 compared to FY07 due to gas consumption falling 11% and electricity falling 4% per tonne of product

National Greenhouse and Energy Reporting Act reporting begins

Forest Stewardship Council (FSC) and Programme for the Endorsement of Forest Certification (PEFC) certification at Clayton, Salisbury and Moorebank

Reconstructed after-burner at Bibra Lake

New regenerative thermal oxidiser installed in Clayton

PMP has developed a tiered carbon efficiency programme to provide customers with a range of environmentally friendly products:

**Level 1:** FSC and PEFC certified paper

**Level 2:** Carbon offsets for carbon emissions from paper

**Level 3:** Carbon offsets for carbon emissions from printing and paper

**Level 4:** Carbon offsets for carbon emissions across the full product life cycle



### 2009

FSC and PEFC certification at Wacol

Salisbury achieves ISO 14001 accreditation, the international standard for environmental management programs

Joint venture established with Griffin Press and Hilton Hotel Adelaide, recycling book paper dust with food waste to provide mulch to South Australian vineyards

6% reduction in overall carbon emissions, and a further 6% reduction in carbon emissions intensity achieved in FY09 compared to FY08

11% reduction in carbon intensity achieved using FY07 as a base  
Gordon and Gotch commits to purchasing 50% renewable electricity

### 2010

Utilising pre purchased carbon credits from separate landfill and water/energy efficiency projects.

Clayton and Moorebank to achieve ISO14001 accreditation

FSC and PEFC certification at Bibra Lake

Installation of Quickbake ovens at Clayton



## Our Future

PMP is continually striving to improve its sustainability and environmental performance.

Our goal is to achieve a 15% reduction of carbon intensity by June 2011, using 2006-07 as the base for most emissions. By the end of June 2009, we had already achieved an 11% reduction and our goal for the future is to:

- Increase energy and water efficiency;
- Increase productivity;
- Increase suppliers' involvement in life-cycle carbon emission reviews; and
- Increase our range of environmentally-driven products.

# Sustainability at PMP

The PMP Sustainability Tree was created in 2007 to formally convey the initiatives and programmes undertaken by PMP in response to the current and emerging environmental issues.

PMP's long term objective is to grow this tree as we seek to address the environmental and sustainable issues relevant to our business. These initiatives and programmes are represented by branches of this tree. The branch framework provides a reference point of our activities, together with its progress, performance and achievements to date.

If you would like more details of what PMP is doing to improve sustainability, please read our Sustainability Report on our website [www.pmplimited.com.au](http://www.pmplimited.com.au) or speak to your account manager.



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