

WILLIAMS LEA  
DRIVES SUSTAINABILITY  
WITHIN ITS  
**SUPPLY CHAIN  
PARTNERSHIP**



“ The great thing about this initiative is that it is good for our suppliers, for Williams Lea and ultimately our clients. ”

Paul Buchan, Group Environmental Manager, Williams Lea

In a drive to transform the environmental sustainability of its supply chain and the services delivered to clients, business process outsourcing company **Williams Lea** invited its suppliers to sign up to a Supply Chain Partnership Forum (the Forum) supported by Envirowise. Williams Lea has significant influence over an extensive supply chain and can effect changes on a global scale. **To date, the 50 participants in the Forum have identified savings of over £1.11 million.**

# INTRODUCTION

## HOW DOES THE FORUM WORK?

Williams Lea is uniquely positioned at the pivotal point in its clients' supply chain network. By signing up to the Supply Chain Partnership Forum, its suppliers gained the knowledge, practical tools and confidence to tackle environmental issues at their sites.

All companies were offered a free site visit from an Envirowise advisor to help them identify ways to increase performance, minimise waste and resource use, and save money. They were also invited to attend free Envirowise workshops delivered by specialist trainers. These workshops covered the main environmental and cost issues facing industry - waste and water minimisation, packaging, cleaner design, energy, environmental management systems and green purchasing.

The Forum has three key factors:

- **Envirowise provides an independent forum for companies to partner with their suppliers and gives them the tools and knowledge to take action.**
- **The Forum encourages and equips companies to work together and to find solutions to problems such as reducing waste and harmful emissions, improving packaging management and making more efficient use of utilities.**
- **Envirowise involvement helps to keep the all-important momentum going and stops progress slipping.**

## WHY ARE ENVIRONMENTAL ISSUES RELEVANT IN THE SUPPLY CHAIN?

Attention to environmental issues can make sound business sense. The Forum helped participants understand the importance of:

- **Security of supply** - good relationships minimise the risk of a break in the supply chain.
- **Market opportunities** - suppliers responding to the approach gain competitive advantage.
- **Reducing costs and overheads** - key to staying in business in a competitive marketplace.
- **Compliance with legislation** - there is a risk of adverse publicity from pollution incidents and poor practices.

## ABOUT WILLIAMS LEA

Williams Lea is a global provider of customised corporate information solutions and employs more than 10,000 people worldwide. Its headquarters in London link with operating centres across the USA, Europe and Asia Pacific. Clients include leading organisations in the legal, financial, pharmaceutical and corporate sectors such as Marks & Spencer, Merrill Lynch, Lawrence Graham, Norwich Union, Abbey, BT and BP. Williams Lea achieved ISO 14001 certification in 2006.

Envirowise can help you set up your own Supply Chain Partnership Forum. Please call the Envirowise Advice Line on 0800 585794 or visit [www.envirowise.gov.uk](http://www.envirowise.gov.uk) for details of the free advice and publications available.



# EXAMPLES OF THE COST SAVINGS AND

The Forum participants have made impressive progress in reducing waste and res...  
These examples illustrate how cost savings and environmental benefits have been

## Blackmore buys green to keep lean

Blackmore offers a range of printing and mailing services and is based in Shaftesbury, Dorset. As part of its commitment to minimising its environmental impact, Blackmore eagerly signed up to the Envirowise Forum in 2006. A primary objective of the Forum is to give participants training and support to develop practical skills in order to make positive changes in their companies. Knowledge gained during the green procurement workshop helped Blackmore staff decide which new printing press to buy, based on an approach using whole-life costing (the cost of purchase + the cost of ownership). Energy requirements, volatile organic compound (VOC) emissions, hazardous waste costs and consumables were all included as part of the purchasing decision. The new press has reduced operating costs by some £17,925/year. Blackmore is now rated in the top 1% of all UK print groups by the buyer at Friends of the Earth.

**“ THE RECENT MAJOR PURCHASE OF THE PRESS REPRESENTS A MAJOR STEP FORWARD FOR THE BUSINESS IN PROVIDING TOP CLASS MARKETING PRINT WITH A MINIMAL ENVIRONMENTAL IMPACT. ”**

Peter Smith, Managing Director,  
Blackmore

## Mailcom Plc encourages its staff to make a difference

Mailcom Plc is a leading outsourcing specialist offering business activities such as billing, debt management, revenue generation and marketing communications from its headquarters in Milton Keynes. The company started on the path to ISO 14001 certification of its environmental management system by encouraging staff to get involved. At first, simple measures were taken, such as segregating waste more efficiently to increase recycling, installing water-saving devices in toilets and switching off non-essential equipment. Encouraging results from these early initiatives and subsequent tracking of performance stimulated staff into extending their efforts. More elaborate measures included monitoring paper use and setting up a formal Energy Action Plan. Mailcom Plc already saves around £16,000/year and continues to make significant strides in reducing waste and minimising its environmental impact.

**“ ENVIRONMENTAL AWARENESS DOESN'T END WITH FORMAL ISO 14001 CERTIFICATION. OUR ASSOCIATION WITH ENVIROWISE HELPS US TO STAY INFORMED AND FOCUSED ON OUR ENVIRONMENTAL TARGETS. ”**

Glen Cracknell, QA and Compliance  
Officer, Mailcom Plc

## Sustainability drives environmental improvements at York Mailing

York Mailing Ltd in North Yorkshire offers specialist promotional print services using state-of-the-art heatset web offset presses. Over the past year, measures initiated through its environmental management system have yielded significant material and cost savings. Trials of press chemistry changes have reduced consumption of volatile organic compounds (VOCs) by over 30,000 kg/year, mainly through the elimination of isopropyl alcohol (IPA) on three of the four presses and a 50% reduction on the fourth. Improved segregation has increased the average percentage of recycled waste to 98.3%. Energy consumption proportional to productivity has fallen by 17.6% through installing power correction capacitors, replacing the thermal oxidiser with a regenerative equivalent, and new energy management systems including improved factory and plant shutdown procedures.

**“ PROVIDED THERE IS AN ONGOING COMMITMENT AND DETERMINATION THROUGHOUT THE BUSINESS, THE REWARDS ARE NOT ONLY LEGAL COMPLIANCE, BUT ALSO AN IMPROVED WORKING ENVIRONMENT, IMPROVED MORALE, AND SIGNIFICANT FINANCIAL AND COMMERCIAL SAVINGS. ”**

Chris Ingram, Chief Executive Officer,  
York Mailing Ltd



# ENVIRONMENTAL BENEFITS ACHIEVED

source use, while improving the overall sustainability of the supply chain network. achieved.

## Mastercolour sets up a waste busting team

Following the launch of the Forum, Kent-based printing company, Mastercolour plc, set up a team of three 'waste busters'. The team began by looking at energy use, initially saving money through simple measures such as turning down space heating levels, turning off equipment when not in use and adjusting lighting to appropriate levels. This year, the team has gone further by adjusting thermostat settings for hot water, fitting timers to equipment, changing CRT monitors to flat screen monitors and replacing fluorescent tubes with energy efficient lighting. All this reduced energy costs by 10%. The team then turned to solid waste and water. More efficient waste segregation has reduced collection frequency by 66% and saved around £4,680/year. The company now recycles cardboard, printing waste paper, office waste paper, machine rubber blankets, ink tins, printing plates, pallets, shrink wrap, etc. Switching from operating humidifiers continuously to using them only when necessary has reduced water use by up to 3 m<sup>3</sup>/day.

**“ NOT ONLY HAVE WE REDUCED OUR IMPACT ON THE ENVIRONMENT, BUT WE HAVE ALSO MADE COST SAVINGS AND IMPROVED OUR EFFICIENCY. ”**

Philip Exall, Managing Director,  
Mastercolour plc

## Wyndeham Print wipes out waste and costs

Wyndeham Print Direct Limited is a market leader in the production of continuous direct mail stationery and employs 72 people at its manufacturing site in Stockport. A *FastTrack* visit from Envirowise helped the company get started with an internal review of raw materials and waste. The advisor identified a number of ideas to reduce the consumption of solvent, paper, water and other raw materials. For example, changing from solvent-based printing using isopropyl alcohol (IPA) saved £44,000/year. Monitoring paper use highlighted the waste produced and, as a result, the company was able to reduce substrate waste from 17.8% to 16.8% - a saving of 1% or £45,000/year. Streamlining the printing process by removing a gumming machine saved 370 m<sup>3</sup>/year of water, worth £500/year.

**“ THE FORUM HELPED US TO FOCUS ON EASILY DELIVERABLE SAVINGS IN OUR BUSINESS. WE CONTINUE TO LOOK INTERNALLY AT WAYS TO REDUCE OUR RAW MATERIALS AND WASTE EVEN FURTHER. ”**

Ian Mackintosh, Managing Director,  
Wyndeham Print Direct Limited

## Capital makes savings from waste recycling

Capital Print & Display Limited offers a comprehensive range of services from concept design to delivery of wide format and 3D point-of-sale display materials. The company employs over 150 people and is now based in purpose-built, state-of-the-art premises at Beckton in East London. Since 2003, the company had routinely recycled waste paper and gradually reduced its waste disposal costs. Following a workshop on waste minimisation, staff realised that plastic waste could also be recycled, with the potential to generate a revenue for good quality, clean material. New equipment costing £5,200 and new procedures to segregate and recycle both paper and plastic have paid dividends, generating revenue of around £4,670/year.

**“ SINCE WE STARTED RECYCLING WASTE, WE HAVE MADE MASSIVE SAVINGS YEAR-ON-YEAR. WE INVESTED IN EQUIPMENT FOR THE SHOP FLOOR AND TRAINED ALL STAFF IN NEW PROCEDURES TO SEGREGATE WASTE - WE FEEL IT'S TIME AND MONEY WELL SPENT. ”**

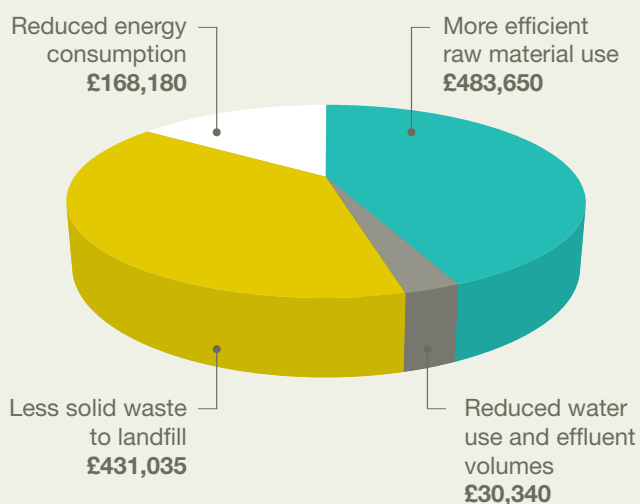
Will Hunneybel, Purchasing Manager,  
Capital Print & Display Limited



# COST SAVINGS

Since the project began in July 2006, **total savings of over £1.11 million have been identified by the 50 participants** (see Fig 1). Many of the initiatives (see Table 1) were no-cost or low-cost, with immediate payback.

**Fig 1 Distribution of cost savings by type**



**Table 1 Examples of resource efficiency initiatives**

TYPE	INITIATIVE
<b>Waste and materials</b>	<ul style="list-style-type: none"> <li>• Reduce consumption of VOCs.</li> <li>• Monitor waste and recycling.</li> <li>• Set target of 70% waste reduction.</li> <li>• Minimise substrate and ink waste.</li> <li>• Re-use and recycle packaging.</li> <li>• Segregate waste and recycle photographic plates, paper, card, cans and rags.</li> <li>• Recycle plastic and aluminium.</li> <li>• Rationalise waste collection by contractors.</li> </ul>
<b>Water</b>	<ul style="list-style-type: none"> <li>• Review water tariffs and charges.</li> <li>• Repair water leaks.</li> <li>• Install urinal controls.</li> <li>• Review effluent consent limits.</li> </ul>
<b>Energy</b>	<ul style="list-style-type: none"> <li>• Set target to reduce energy use by 8%.</li> <li>• Switch-off campaign.</li> <li>• Install energy efficient lighting.</li> <li>• Install warehouse doors to reduce heat loss.</li> <li>• Install efficient compressors.</li> <li>• Sub-meter electricity and install local lighting and heating controls.</li> </ul>

## ENVIRONMENTAL BENEFITS

Although cost savings are an important measure of the success of the partnership approach, participants have improved their environmental and business performance through:

- **reduced raw material use;**
- **reduced packaging and solid waste;**
- **lower VOC emissions;**
- **reduced water use and effluent generation;**
- **improved waste segregation and recycling;**
- **lower energy consumption;**
- **improved health and safety in the workplace;**
- **increased environmental awareness.**

## OTHER BENEFITS

The project has improved the security of the supply chain network and demonstrated the benefits of adopting an environmental management system certified to ISO 14001. All suppliers to Williams Lea are now required to achieve such certification.

“ The great thing about this initiative is that it provides an environmental improvement toolkit to our suppliers - many of whom have already undertaken extensive work in this area - which achieves significant environmental and commercial benefits for their organisations. This is good for our suppliers, for Williams Lea and ultimately our clients. ”

Paul Buchan, Group Environmental Manager, Williams Lea

## CONTINUING THE SUCCESS

The ability of the Williams Lea Supply Chain Partnership Forum to achieve major cost savings and environmental benefits was boosted by the free support and advice available from Envirowise. You too can benefit from working with your suppliers in a partnership approach.

The free services available from Envirowise to help you achieve similar success include:

- A dedicated, free Advice Line **0800 585794**
- On-site visits delivered by a nationwide team of expert advisors
- Information resources from case studies to best practice guides
- An informative website [www.envirowise.gov.uk](http://www.envirowise.gov.uk)

For free advice and publications on how to cut your energy bills and carbon emissions, visit the Carbon Trust's website ([www.carbontrust.co.uk](http://www.carbontrust.co.uk)) or call its Customer Centre on **0800 085 2005**.

### USEFUL PUBLICATIONS FROM ENVIROWISE

(CS407) *Cost savings of £1.2 million achieved through supply chain co-operation*

(CS564) *Turf products supplier wins with supply chain partnership*

(EN442) *Retail Therapy 2003: reducing waste through supply chain partnerships*



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