

Print any colour you like
so long as it's

GREEN

Horton Media 

Welcome

to our guide towards sustainable printing.

Ever since Horton Media was established in 1997, behaving in an environmentally responsible manner has been a way of life.

Long before it was fashionable, we have been implementing policies and procedures that have actively reduced our environmental impact.

This brochure has been designed to offer you, and indeed your customers, an insight into how environmental concerns translate into every aspect of our daily operation and how this influences everything we do for you.

We hope you will see that our green nature goes right to the very core of our Brisbane and Auckland plants.



Matthew Horton
CEO
Horton Media

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A culture of sustainability

At every step of Horton Media's production process, there are signs of our green conscience at work. It's good for the environment, it's good for business and it's good for all of our future.

From choosing paper products from managed, sustainable forestries to ensuring deliveries are completed using the most efficient vehicle and route, our pledge to the environment is an all-encompassing commitment.

In 2004, we were involved in the pilot of New Zealand's pioneering Enviro-Mark® programme.

This government initiative enabled us to implement a formal environmental system for minimising waste, reducing environmental risk and increasing resource efficiency.

Today Horton Media has achieved gold Enviro-Mark® accreditation with many of our initiatives adopted by printing peers. Without doubt working towards this official recognition has required significant investment on many levels and from all staff. But the ultimate reward of being a better, more responsible business is ample recompense.

Action speaks louder than words

Being a leader in cold set web printing is a responsibility we do not take lightly. Our pursuit of continual improvement in both quality and environmental aspects has permeated throughout our industry.

For example, Horton Media was one of the first printers in New Zealand to offer 'white' paper completely composed of recycled newsprint.

We are also the first cold set web printer to:

- ✦ achieve Enviro-Mark® gold status¹ - a rigorous system for measuring environmental, health and safety targets
- ✦ source biodegradable solvents to replace chemical-based aromatics for press cleaning and other general applications
- ✦ produce a customer guide to sustainable printing

Walk the talk Achieving Enviro-Mark® accreditation

The current rate of newsprint recovery throughout Australasia is relatively high (estimated between 60 - 70% for New Zealand and 75% for Australia - the number one in the world²). Yet it still accounts for up about 60% of landfill content.

“It is the small, cumulative steps that add up to a significant improvement.”

And while recycled stock can be used for a variety of purposes including domestic paper, board products and food packaging, Horton Media chose to address the impact of its business. The goal was to be gentler on the environment and lessen landfill rates.

In 2004, Horton Media volunteered as one of seven New Zealand companies to pilot the Enviro-Mark® programme. This

government initiative provides a standardised, environmental management system that provides businesses with a framework to assess their performance systematically against agreed standards, with the ultimate aims of minimising waste, reducing environmental risk, and increasing resource efficiency.

Today, abiding by this framework has become a way of life for us. In reality it means that every input to the business is scrutinised and assessed in terms of its impact on the environment, the degree of control in which we can influence such impact and what alternatives are available.

Regular impact calculations are carried out on everything from the running of company cars, laundering of overalls, use of hand cleaner and rags, through to energy consumption, cleaning fluids, inks and more.

We take it as a great compliment that many of our competitors have now followed suit and implemented such practices into their own business.



Purpose-built with the environment in mind

Behaving in an environmentally responsible manner has always been something we have obsessed about.

While our Auckland plant has pioneered best practices for sustainable printing, our brand new, purpose-built facility in Brisbane epitomises this passion at every turn.

This state-of-the-art building has been designed to underpin our 'recycle, reduce, and reuse' approach to business. For example, up to 200 litres of water per day can be extracted from the air compression process to help supplement the press' water needs; the whole site is plumbed for grey water use, so toilet facilities and landscaped gardens are not using precious clean water resources; and there is an end-to-end recycling process in place which means everything from paper roll waste to plastic and kraft wrapping is redirected for another use.

At both Horton Media plants, every step of the production process is regularly reviewed in order to identify where we can reduce, recycle or reuse materials.

Just some examples of our green conscience at work:

- ✦ Every wooden pallet is reused over and over again. And once they reach the end of their useable life, the pallets are mulched and used for garden spread
- ✦ Any excess newsprint is recycled and used in a variety of ways, from egg cartons to construction bales used in alternative lifestyle, environmentally friendly new homes
- ✦ Every month approximately three tonnes of our aluminium printing plates are smelted and reconstituted into boat propellers
- ✦ The four inks used for printing - cyan, magenta, yellow and black - are poured into enormous, refillable 1,000 litre vats, saving over 250 plastic pails a month
- ✦ Shrink wrap, reels and any other plastic that arrives at Horton Media is collected by a specialist plastics recycling company and converted into resin for reuse
- ✦ Rain water and air moisture is collected and used to help supply the press and press processors. Any leftovers go to the landscaped gardens!

Did you know...?

the printing industry in general has minimised its environmental footprint by 95% since 1990³

through the practice of sustainable forestry management, cutting down trees is actually good for the environment

a newspaper now produces one fifth of the carbon dioxide emitted by the production of a single CD or DVD (60gms compared to 300gsm of CO₂)³ and, unlike computers which are required to run them, newspapers are readily recycled

there's an increasing shift to lighter paper stock: paper specialists expect that 90% of the market will use 42gsm newsprint

the wood fibre used to make newsprint is primarily waste from the production of sawn timber, augmented by thinnings and low value wood from forestry operations

it is estimated there are 25% more trees in the developed world today than in 1901⁶

the eucalypt tree has a positive net carbon balance - it can absorb carbon at a rate of ten tonnes of carbon per hectare, per year!⁶

young forests are vital for the absorption of increasing levels of carbon dioxide - believed to be the number one cause of climate change. This colourless, odourless gas occurs primarily from the burning of fossil fuels and industrial production

1 tonne of newsprint makes approximately 100,000 newspaper pages

the production of 1 tonne of paper requires 2.3 m³ of wood; 53 m³ of water; 3.2 MWh of electricity; and 2.3MWh of heat (steam)⁶

young forests absorb more carbon dioxide and emit more oxygen compared with mature forests

current printing machine technology is reportedly up to 60% more energy efficient than 20 years ago⁴

The chain of custody

Long before any ink is applied to paper, we've done our homework, checking out - and where possible - influencing our supply chain partners' environmental approach.

So you won't be surprised to hear that we only choose suppliers who, like us, are genuinely committed to sustainable work practices.

And it all starts at ground level. Literally.

Without doubt, paper comprises our biggest outlay. So sourcing this from a trusted and reliable source has been the Horton way from the beginning.

“Not using paper in order to save trees is like not eating salad in order to save lettuces!”



Cutting trees is good for the environment



Everybody knows that paper is made from trees. But few realise that the process of reforestation and sustainably managed plantation forestry practices is actually good for the environment. For example, forests with young trees absorb carbon dioxide faster from the atmosphere than forests with mature trees⁴.

And, unlike many other natural resources, trees are a completely renewable resource with many uses. On average, it is estimated that for every tree cut down, two are planted⁴.

It's all about balance



Sustainable forestries comprise a delicate ecosystem where

nature's key ingredients of water, plants, animals, soil and air all play a role. These environments are intrinsically managed to ensure the ultimate balancing act is perfected - a balance between consumers' increasing demands for wood products, with the preservation of forest health and diversity.

This balance is critical to the survival of forests, to the prosperity of forest-dependent communities, and to the businesses that earn their living from trees. It goes without saying that sustainable forestry is something for which we care deeply.

Confidence via chain of custody



We have personally visited managed timberlands throughout Australia and New Zealand and have chosen two world-leading specialists as our principal suppliers. Both operate sustainable forestry practices and continuously demonstrate ways of reducing their own climate change impact through reduced energy consumption, use of alternative fuel and energy sources, optimising logistics and enhanced raw material management.

At time of print, these organisations were due to be granted official endorsement by the Forest Stewardship Council (FSC) - an international, independent organisation promoting responsible management of the world's forests.

Being FSC accredited demands these companies have a traceable chain of custody; this is proof of the path taken by raw materials from the forest to the consumer, including all successive stages of processing, transformation, manufacturing and distribution. This component ensures that the final product can be traced back to a certified source and the paper supplier is delivering on its promise of sustainability.

The truth about newsprint (it's waste!)



The pulp from which newsprint derives is typically made from residual sawmill chips produced by sawn timber used for furniture and buildings⁵. It is these off-cuts and shavings that are gathered, processed and transformed into newsprint and your favourite newspaper.

This newsprint is produced elemental chlorine free (ECF) and is manufactured using predominantly renewable and non fossil fuel energy sources. The wood fibre comes originally from sustainable plantation forests of radiata pine in New Zealand's central North Island and plantation eucalypt in Australia.

Beautiful colours – with shades of green

Reproducing bright and vivid colours is an area Horton Media excels in (and is part of the reason why we have become the most awarded cold set printer¹).

Our dedication to quality means we are constantly appraising each physical component of print - paper, technology and ink.

We are continuously working with our ink suppliers regarding new products and processes and embrace innovation in this area. For example, you won't find hundreds of plastic print pails lying around our plant. Instead, you'll see 1,000 litre vats that contain the four process colours. These super-sized ink pots are regularly refilled direct at our ink supplier's factory.

There is much industry debate surrounding the differences between

vegetable/mineral free inks and standard mineral oil-based inks.

Currently we believe that the combination of carbon inputs (from bio fuel and agricultural production to manufacturing) required to produce vegetable-based inks is potentially greater than those required to produce mineral inks.

And, like many commercial printers, we are not yet satisfied with the quality of colour these inks produce and the extra waste generated as a result.

So while vegetable inks may seem a greener option, we feel there are outstanding concerns of quality, increased energy and waste that need to be addressed before substituting mineral-based ink. However, we will continue to closely assess and trial such inks as they develop.

Tips

on how you can participate
in sustainable printing

We are often asked how publishers can minimise the impact of their print.

Here are some basic guidelines - but please bear in mind that these should be considered in relation to the suitability of the print job and the expected life of the publication.



Choose cold set printing (newsprint) wherever possible instead of heat set printing (glossy) as this uses considerably less energy



Select paper with a high recycled content to virgin paper



If appropriate, choose uncoated paper as a higher percentage of paper can be recycled from these grades compared with coated paper



Select the lowest paper weight suitable for the job: the lighter the paper, the less raw material needed in the first instance



Buy paper products from a reputable source, ideally one that has been endorsed by the Forest Stewardship Council, as this supports the growth of responsible forest management worldwide

Customer comments:

“If you know about climate change, and how everything is interconnected on both a macro and micro level, then it’s your choice whether you do something about it.

This is an environmentally conscious area, where many people are aware of sustainable practices and are passionate about it. Horton Media has proven to be proactive in the way it operates too, and as a result, has raised the bar amongst its peers.

Without question, it matters to us that our print partner understands that everything has consequences and has implemented processes to minimise those.” *Hans Lovejoy, Byron Shire Echo, New South Wales*

“As part of the University’s proactive approach to helping the environment, we wanted our Continuing Education tabloid to be printed on recycled stock.

Horton Media ended up being an ideal ‘fit’ with our own green policies, as well as being competitively priced and reliable.”

Jo Davies, Programme Manager, CCE, University of Auckland

Horton Media Limited

Environmental Policy

- ✦ Keeping the company's Register of Legislation current and ensuring that the company complies with the legislation. Copies or links to legislation will be held for consultation.
- ✦ The production process will be reviewed for relevance to any legislation and any steps needed to bring a HML process into line with legislation will be planned and presented to management for approval and action.
- ✦ Emissions from the HML production process will be reviewed regularly. Each production process will be evaluated for environmental impact and possible improvement to reduce pollution and emissions. The results will be listed in order of significance. Measures for improvement will be sought by staff and suppliers as HML is committed to being an environmentally conscious company in all aspects of production.
- ✦ We will encourage and work with suppliers and contractors associated with HML to minimise our environmental impact.
- ✦ Any use of animals in the testing and development of our process will be cleared with the appropriate authorities.
- ✦ Any planned changes will be scheduled and a review period will be set for any changes to ensure that each change occurs in a timely manner and the quality of results is measured.
- ✦ Staff will be expected to maintain and contribute to continually improving Horton Media's production process to prevent or reduce pollution to the minimum possible level. The company suggestion box and weekly staff meeting will be used as tools to encourage this process.

Horton Media wishes to thank the following suppliers who have provided information and advice for the compilation of this brochure:

Norske Skog ✦ **Spicers** ✦ **DIC Coates paints** ✦ **Byron Shire Echo**

Sources

¹ in New Zealand · ² PNEB · ³ StoraEnso · ⁴ www.nzwood.co.nz · ⁵ NorskeSkog · ⁶ Australasian Paper Industry Association Ltd

While every effort has been made to ensure the accuracy and information contained herein, Horton Media cannot be held responsible for any errors or omissions .

Do your bit:

- ✦ Circulate this brochure to everyone you work with
- ✦ Follow the tips for sustainable printing on page 13
- ✦ Choose Horton Media as your printing partner

Printed on 100% recycled stock

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