



# a greener robbie



## Sustainable Green Printing Partnership

### SGP Certification

**It's Almost Here!!!** We are in the final stages of the Desktop Audit. We have been assigned an auditor - Wendy Nadan. The audit will be WEDNESDAY AND THURSDAY, DECEMBER 16TH AND 17TH.

It will be a very intensive 8-hour audit covering 3 key areas - Environmental compliance (like an EPA inspection), Health and Safety compliance (like an OSHA inspection), and our Sustainability program and practices.

**SO WHAT DOES THAT MEAN TO YOU?** Depending on your role during the audit, it will vary as listed below:

**Core Team** - There will be a core team that will take part in the audit - George Jones, Mae Sims, Jerry Batterson, Rick Hill, Scott McLeod, and Lori Ashford. Their roles will be to provide all required documentation according to the SGP Criteria.

**Sustainability Task Force and Sub-Teams** - (Plant Landfill, Office Landfill, Communications, Utilities) - could be asked specific questions by the auditor about the programs you are working on.

**Plant Team Members** - a handful of team members will be selected by the auditor for a discussion about Sustainability. Questions she might ask:

- **What is sustainability?**
- **What do you do in your jobs that is part of Robbie's sustainability program?**
- **What is Robbie's continuous improvement goals as it relates to Sustainability?**
- **What communications do you receive about sustainability and how do you get them?**
- **How are you able to give sustainability suggestions and how does feedback come to you about those suggestions?**

**There are many actions we will accomplish before the big day. Here are just a few...**

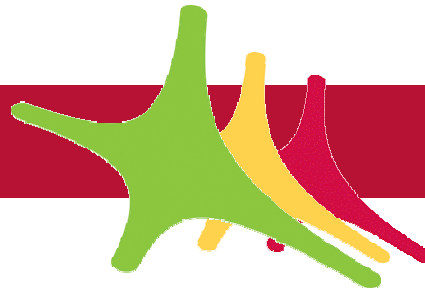
- Insure the plant is cleaned and ready for an audit
- Review all our documentation and verify the records we keep are readily available (like maintenance PM logs, employee training records, communications with customers and suppliers)
- Shift meetings with team members to discuss the audit and how that may affect you (meetings to take place the week of December 7th)
- Utilizing the new bulletin board posting system so communications have better visibility

### WHAT DOES SGP CERTIFICATION MEAN TO ROBBIE?

Recognition within the packaging industry of being a Leader for sustainable packing and sustainable practices. (So far only 2 flexographic packaging companies have been certified.) Recognition by current and future customers in terms of innovation, providing packaging solutions that have less impact on the environment, and good business practices. It's a great marketing tool - we will be able to use the SGP logo on any packaging or company literature. We will be featured in and FTA announcement and will be listed on the SGP website. The list goes on....but bottom line it means: Robbie is a better company for implementing the SGP criteria and we can use this tool as a strategic advantage to gain new business while improving our impact on the environment.

**WIN-WIN-WIN!!!!**

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## Landfill—Office



**NOTICE** the **new recycling bins** in each of the lunch-rooms? These bins are for **aluminum cans** and **plastics** such as **soda & water bottles, yogurt cups, etc.**

**Here are a few things to remember:**

**\*PLEASE EMPTY & RINSE ALL DISCARDED ITEMS**

The bins will be emptied each Friday and we don't want the containers to leak or draw bugs throughout the week.

**\*CHECK PLASTICS FOR RECYCLING SYMBOLS**

If they indicate any number from 1 to 7, they can be recycled. (Just make sure to rinse out any remaining food or beverage)

**\*DID YOU KNOW THAT BOTTLE LIDS ARE NOT RECYCLABLE?**

Yep! Lids can **not** be recycled, so go ahead and throw them away.

**\*PLEASE DO NOT USE THESE NEW CONTAINERS FOR PAPER OR TONERS**

Paper will continue to be collected in the **blue bins** and **toners** can be turned in to Jennifer Lehr or placed in the **clear bins** provided in each of the warehouses.



Questions or Comments? Contact: Jennifer Lehr, Val Elkinton or Terry Lock.

Thanks in advance for your participation and for helping us keep Robbie

**CLEAN and GREEN!**

## Communications

### Sustainability and Robbie in the news:



At the Pack Expo and Private Label Shows, the marketing and sales team set up a table showing the sustainability gains customers can achieve by switching their current packaging from rigid containers or over packaged products with unnecessary corrugated or paperboard sleeves to printed film. The table drew great conversations and hopefully opened the door for success - another way Robbie is becoming a source for both sustainable packaging and knowledge.

An important component in showing how printed film is the better choice for packaging is by conducting Life Cycle Inventory (LCI) studies. We do LCI studies for 2 reasons: 1) To show potential customers the savings they could gain, both financial and sustainable, by switching from cardboard, paper inserts, corrugated, etc. to printed shrink film and 2)

Is by customer requests. We have now experienced customers coming to us. Customers who are on the fence, trying to make a decision about changing their current packaging, are asking us to do a "custom LCI study" showing their current packaging vs. printed film. Again, this is making Robbie known as a sustainable company in action.

## Landfill—Plant



The Landfill Team has been looking at how our materials we purchase are packaged and have asked one supplier to eliminate the box they use on the item we purchase from them. By doing this the supplier shares their savings with Robbie. By reducing our cost on the item they no longer have to buy a box and that helps us keep our cost down on items we sell to our customers as well. Doing this has also made our suppliers look at other ways to ship their products to us. This could mean we can either ship items back to them or make it easier for us to recycle, which again holds our

cost down by reducing what we pay and send to the landfill. On items we send back to our suppliers, for them to reuse, we help the suppliers hold down their cost which in turn helps us and our customers in the long run. This equates to us not raising our prices as often.

Our sustainable initiatives will help our customers in the long run. We will be able to pass our knowledge to them about being a sustainable company. We can become somewhat of a consultant in sustainability to our current and future customers which is another win/win.

**We could use your help! Any ideas or suggestions? Please contact one of our team members.**

**Get the Facts**

### 10 Tips for Making Your Home More Energy Efficient for the winter months

1. Check for leaks in common spots...windows, doors, where pipes come into the house, and putting plastic wrap on windows and doors to stop leaks.
3. Swap out incandescent bulbs with compact fluorescent and reduce your electric bills by 10%.
5. Put a blanket around your water heater. This insulation reduces how much energy it needs to function.
6. Window coverings help keep the cold out. Close your blinds to cut down on drafts.
7. Check and change your air filters on heating and air conditioning systems. Dirty filters = use of more energy.
10. Unplug unused computers, printers and TVs, which draw energy even in their standby mode.

To see the complete list go to: <http://www.greendaily.com/category/home/>

