

Red — i on the prize

An Auckland printing company gains international recognition for its sustainable business practices

of sustainability and attracted entries worldwide and, Solutions in Auckland made the cut, gaining interna- around the other side of the world. tional recognition for New Zealand.

approach, something we always like to do. We with the old rape and pillage mentality". engaged our design company URBAN - i Graphic projects on sustainable paper.

The company began in 1985 and moved into printand service.

A first for their industry group saw them Certified to ISO 9001 standards in 1994. This gave them a depth of standing of what the process really means. understanding as to the significance of certification and an independent auditing process.

regards to the question of sustainability as it applied to more trees or not chopping down native forests and, for the paper industry. It was no surprise that later that year many, they have never considered what the environ- bal demand. RED — i and sister company URBAN — i became the mental impact is to recycle paper back to a usable first New Zealand companies to gain dual Certification grade. FSC and PEFC. These standards are internationally

n 2008 Heidelberg Eco Awards focused on the topic Chain of Custody (CoC) throughout the process The same process exists in the meat industry, when it came time to shortlist a group of 10 com- known affectionately as "Gate to Plate" where a cut of panies to choose a winner, RED — i Offset Print meat can be traced from a NZ farm to a dinner plate

Richard says, "We looked into sustainability Richard Davy, director of RED — i, was initially because it is a no brainer. It's simple. If you're going to reluctant to enter the competition. "When we were cut down a tree to turn into pulp, don't you think you encouraged to enter by others in our industry we should plant another or maybe two?" The demand for decided to sit down and take a look at what was paper is still growing, maybe 8-19 per cent per annum, required," he says. "We decided to take a different then we've got to keep planting rather than carrying on

He notes that many New Zealanders look enviously design solutions to develop a focused, self published, at Australia's mineral wealth and mining operations, but designed, illustrated and written booklet, 'A Tale of contends that this country's renewable resources hold Sustainability' to show how we educate and encourage appeal. He says, "Some Kiwis feel threatened by our clients to make a choice to use sustainable paper cousins across the ditch because they're the big minsourced from well-managed forests. Two years on, eral boys. While it's easy to think of New Zealand as there is not a day that goes by that we don't print under resourced, we actually have two big assets: water and renewable forestry.

When the last bucket of mineral is being extracted and watered in a New Zealand forest.

Sustainability starts with a knowledge and under-

Many clients for instance want to use recycled paper because they've been told that is the green thing than the ability to supply. A paper manufacturer who is

recognised and ensure that the paper being used has you can say that you are part of a chain of custody and sustainability and a desire to do the right thing is importbeen sourced from a well-managed forest providing a that's a powerful statement, more powerful than the ant, but the other driver is cost. If it's not cost effective



ing in late 2002 identifying a need at the time for quality from the ground elsewhere, a seedling will be planted SUCCESS: Red — i encourage their clients to use sustainable paper from well managed forests. From left to right Aaron Davy, Richard Davy directors RED — i, Mike Chapman, general manager, URBAN — i.

recycle message. Look at what's happening now: The a barrier is created; the use of sustainable paper is cost rate of demand for sustainable paper is rising faster effective and offers choice."

and get accredited otherwise he can't sell into that glo-product is good". He says, "I'm a pale shade of green.

strong desire, in using sustainable paper, one factor Tidy up after you have finished and put things back how The auditing processes of FSC and PEFC means requires careful thought. Richard says, "Knowledge of you found them."

and September.

They include:

Richard does not identify with the hard-core green In 2007 they set about educating themselves in to do, but recycling doesn't guarantee you are planting not producing sustainable paper has to come online movement that says, 'All business is bad, only recycled

Some of this stuff we shouldn't need to be told, we just While clients may express an interest, or even a need to respond to what we've been taught as kids.

- Supplied Editorial



SMART: EnviroDisc reduces the cost of your wash and is environmentally friendly.

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 detergents with environmentally pollutants (from conventional laundry friendly washing discs. EnviroDisc lets you detergents), from being released into the enjoy clean clothes while protecting your environment. The other obvious advantage family from harmful chemicals and the is that of the cost savings element, saving environment. During the wash cycle the bio- more than 50% of the cost over conventional degradable beads within the disc release laundry detergents. And it's easy to use activated molecules (ionised oxygen). simply place all three discs into your front or These molecules soften the fabric and water top-load washing machine and run your by raising the pH level of the water. This regular wash cycle allows the water in the machine to penetrate ful chemicals. EnviroDisc also kills common Novemeber. bacteria and softens your clothes during

every wash. Envirodisc reduces your wash

nviroDisc is a revolutionary new pro- cost and one set of (3 discs) will prevent a duct that replaces harsh washing hundred or more pounds of chemical

EnviroDisc will be at Stand M16 at the the fabric and lift the soil - all without harm- Parent & Child Expo 30 October- 1st

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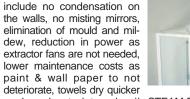
How Showerdome was invented

ne night at home in Tauranga, Ken Evans, Showerdome benefits Showerdome's lateral thinking inventor, was watching include no condensation on rugby on TV. At half time he went out to the kitchen to the walls, no misting mirrors, make a cup of tea. While waiting for the kettle to boil he noticed elimination of mould and milsteam coming out of the nozzle of the glass electric kettle, but dew, reduction in power as noticed there was no steam inside the kettle above the boiling extractor fans are not needed, water, the inside of the see through kettle above the water line lower maintenance costs as was clear!

It suddenly dawned on Ken, the visible steam is not created deteriorate, towels dry quicker until the moist hot air reaches the cooler air outside the kettle. so less heated towel rail STEAM-FREE: Showerdome Ken realized the same principle applied to his shower!

top of his shower, turned the mixer to hot and after half an hour in furnishings, drapes, carpets and bedding with the resulting there was still no steam in his shower or bathroom. Ken had reduction of dust mites, a bonus for allergy sufferers &discovered the simple scientific principle that creates moisture asthmatics; a drver home is a healthier home. in the bathroom, warm moist air meeting cold air, stop cold air lem is solved.

Since then Showerdone Ltd has developed an inexpensive, units and installed in thirty minutes. Showerdome distributors dehumidifiers. install hundreds of Domes each month in homes & apartments plus commercial accommodation all around New Zealand and www.showerdome.co.nz Australia



usage, reduced damaging

Ken rushed to the basement and found a flat sheet to put on condensation in other rooms within the home, reduced moisture

More benefits are, containing warm air in the shower creates and warm moist air colliding with a Showerdome and the prob- a luxurious warm shower all year round, reduction in energy consumption as shower temperature can be reduced, quicker. easier shower cleaning, women love that feature. Much less attractive, clear acrylic dome that can be cut to fit most shower expensive than installing a DVS or HRS or constantly running

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Sustainability trailblazers revealed

n extensive search of New Zealand's business com- impressive and commendable changes to the way they do munity has put the spotlight on the country's most business, in an effort to be more sustainable," says Ms Brown. sustainable companies for the 2009 NZI National Businesses have two avenues to enter the awards. Sustainable Business Network Awards.

R

They can participate in the Sustainable Business Network's Competing for the title of Sustainable Business of the Year, 'Get Sustainable Challenge', which helps businesses to identto be revealed on November 12, are seven companies that all ify, measure and improve their sustainable development; or won the "trailblazer" award in their respective regions of the they can enter the Sustainable Design and Innovation Award, Sustainable Business Network Awards, held during August which recognises businesses that create an exceptional sustainable product, service or building.

Foundation partner NZI continues to support the Sustainable Business Network and is the primary sponsor of the national awards for the third consecutive year

NZI executive general manager Karl Armstrong says involvement in the awards is a practical way to recognise and support companies that are making an effort to be more sustainable. "It's encouraging to see so many companies pursuing sustainability and we commend all the finalists. At NZI we're committed to integrating sustainable business practices across the organisation and have recently moved our head office into Auckland's newest sustainable building with 5 Green Star An independent Crown Research Institute that provides ratings for office design and office interiors," says Mr Armstrong

The Sustainable Business of the Year will be announced at a cocktail function held at St Matthew's in the City in Auckland on Thursday, November 12.

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Tea farmers live in poverty because traders often purchase their crops below production cost. The substantial profits

ment. Supplied Editorial Parkes Automotive A family owned automotive workshop. The Herb Farm

Earth angels

he power of the consumer is what drives business, and and wooden cutlery - for zero plastic waste functions, food are using it to change the world.

Michelle Dawson and Ruth Patterson set up Earth Angel, an online store selling sustainable and eco-friendly products, which gardening, environmental practices and business strategy aims to capitalise on the conscious consumers out there that available.

two entrepreneurial women with an environmental bent waste bins with biofilm bags made from corn starch and recycled paper stationery. There is an educational element to the range, with books on

New this year is the People's Choice Award. Members of the public are encouraged to vote for their chosen company online at the Sustainable Business Network's website until October 31, with the winner being announced at the national

Retail managers of Bayfair Shopping Centre, Mt Maunganui. ecostore A manufacturer, wholesale distributor and retailer of sustainable household and personal care products. Kokako Organic A fair trade organic coffee roaster and food supplier Landscape Design Company

Bavfair Shopping Centre

New Zealand award-winning landscapers. Manaaki Whenua Landcare Research

science-based solutions and advice for sustainable develop-

Produces and sells 100% natural skincare and healthcare based on the healing power of natural herbs.

Fifteen other finalists will also compete for seven category awards, celebrating businesses that are actively integrating sustainability throughout their operations.

are opting to spend their money on products that have no environmental impact.

Earth Angel offers a range of products, from the diverse, such as worm farms, to the everyday items such as cleaners and personal care products.

There are craft items made from recycled materials, and environmentally responsible disposables such as potato plates

Earth Angel was a finalist for The David Awards 2008 for Fledgling Business (under two years young, smart, quirky, or

just very professionally set up) for small businesses. The award recognises up and coming entrepreneurs in home and small business ventures

Visit: www.earthangel.co.nz

wards on November 12. Sustainable Business Network chief executive Rachel Brown says she is thrilled at the number of businesses that are continuing to prioritise sustainability, even in this difficult

economic climate The theme of the awards this year is 'Reinvent to Thrive', acknowledging businesses that continue to sustain, innovate, - Supplied Editorial re-engineer and rethink during the recession. We received entries from a diverse range of companies that are all making



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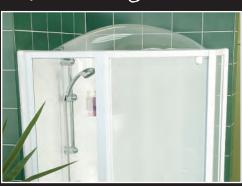
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Not only were we the only New Zealand company amongst the award's top 10, we were also the first locals to gain dual certification from both PEFC and FSC, offering you the assurance that the paper we print on is obtained from a well managed forest.

RED_i are proud to have been chosen to make the shortlist for the 2008 Heidelberg Eco Awards

on Sustainability. Making the cut is international recognition of our commitment to ensure the

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sustainability of natural resources for the print industry in New Zealand.