

CLEAN & GREEN



ADVERTISING FEATURE

Red — i on the prize

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

In 2008 Heidelberg Eco Awards focused on the topic of sustainability and attracted entries worldwide and, when it came time to shortlist a group of 10 companies to choose a winner, RED — i Offset Print Solutions in Auckland made the cut, gaining international recognition for New Zealand.

Richard Davy, director of RED — i, was initially reluctant to enter the competition. "When we were encouraged to enter by others in our industry we decided to sit down and take a look at what was required," he says. "We decided to take a different approach, something we always like to do. We engaged our design company URBAN — i Graphic design solutions to develop a focused, self published, designed, illustrated and written booklet, 'A Tale of Sustainability' to show how we educate and encourage clients to make a choice to use sustainable paper sourced from well-managed forests. Two years on, there is not a day that goes by that we don't print projects on sustainable paper."

The company began in 1985 and moved into printing in late 2002 identifying a need at the time for quality and service.

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

In 2007 they set about educating themselves in regards to the question of sustainability as it applied to the paper industry. It was no surprise that later that year RED — i and sister company URBAN — i became the first New Zealand companies to gain dual Certification FSC and PEFC. These standards are internationally recognised and ensure that the paper being used has been sourced from a well-managed forest providing a

Chain of Custody (CoC) throughout the process.

The same process exists in the meat industry, known affectionately as "Gate to Plate" where a cut of meat can be traced from a NZ farm to a dinner plate around the other side of the world.

Richard says, "We looked into sustainability because it is a no brainer. It's simple. If you're going to cut down a tree to turn into pulp, don't you think you should plant another or maybe two?" The demand for paper is still growing, maybe 8-19 per cent per annum, then we've got to keep planting rather than carrying on with the old rape and pillage mentality."

He notes that many New Zealanders look enviously at Australia's mineral wealth and mining operations, but contends that this country's renewable resources hold appeal. He says, "Some Kiwis feel threatened by our cousins across the ditch because they're the big mineral boys. While it's easy to think of New Zealand as under resourced, we actually have two big assets: water and renewable forestry."

When the last bucket of mineral is being extracted from the ground elsewhere, a seedling will be planted and watered in a New Zealand forest.

Sustainability starts with a knowledge and understanding of what the process really means.

Many clients for instance want to use recycled paper because they've been told that is the green thing to do, but recycling doesn't guarantee you are planting more trees or not chopping down native forests and, for many, they have never considered what the environmental impact is to recycle paper back to a usable grade.

The auditing processes of FSC and PEFC means you can say that you are part of a chain of custody and that's a powerful statement, more powerful than the



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 rate of demand for sustainable paper is rising faster than the ability to supply. A paper manufacturer who is not producing sustainable paper has to come online and get accredited otherwise he can't sell into that global demand.

While clients may express an interest, or even a strong desire, in using sustainable paper, one factor requires careful thought. Richard says, "Knowledge of sustainability and a desire to do the right thing is important, but the other driver is cost. If it's not cost effective,

a barrier is created; the use of sustainable paper is cost effective and offers choice."

Richard does not identify with the hard-core green movement that says, "All business is bad, only recycled product is good". He says, "I'm a pale shade of green. Some of this stuff we shouldn't need to be told, we just need to respond to what we've been taught as kids. Tidy up after you have finished and put things back how you found them."

— Supplied Editorial



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

A new way to clean

EnviroDisc is a revolutionary new product that replaces harsh washing detergents with environmentally friendly washing discs. EnviroDisc lets you enjoy clean clothes while protecting your family from harmful chemicals and the environment. During the wash cycle the bio-degradable beads within the disc release activated molecules (ionised oxygen). These molecules soften the fabric and water by raising the pH level of the water. This allows the water in the machine to penetrate the fabric and lift the soil — all without harsh chemicals. EnviroDisc also kills common bacteria and softens your clothes during every wash. EnviroDisc reduces your wash

cost and one set of (3 discs) will prevent a hundred or more pounds of chemical pollutants (from conventional laundry detergents), from being released into the environment. The other obvious advantage is that of the cost savings element, saving more than 50% of the cost over conventional laundry detergents. And it's easy to use — simply place all three discs into your front or top-load washing machine and run your regular wash cycle.

EnviroDisc will be at Stand M16 at the Parent & Child Expo 30 October — 1st November.

— Supplied Editorial

How Showerdome was invented

One night at home in Tauranga, Ken Evans, Showerdome's lateral thinking inventor, was watching rugby on TV. At half time he went out to the kitchen to make a cup of tea. While waiting for the kettle to boil he noticed steam coming out of the nozzle of the glass electric kettle, but noticed there was no steam inside the kettle above the boiling water, the inside of the see through kettle above the boiler line was clear!

It suddenly dawned on Ken, the visible steam is not created until the moist hot air reaches the cooler air outside the kettle. Ken realized the same principle applied to his shower!

Ken rushed to the basement and found a flat sheet to put on top of his shower, turned the mixer to hot and after half an hour there was still no steam in his shower or bathroom. Ken had discovered the simple scientific principle that creates moisture in the bathroom, warm moist air meeting cold air, stop cold air and warm moist air colliding with a Showerdome and the problem is solved.

Since then Showerdome Ltd has developed an inexpensive, attractive, clear acrylic dome that can be cut to fit most shower units and installed in thirty minutes. Showerdome distributors install hundreds of Domes each month in homes & apartments plus commercial accommodation all around New Zealand and Australia.

Showerdome benefits include no condensation on the walls, no misting mirrors, elimination of mould and mildew, reduction in power as extractor fans are not needed, lower maintenance costs as paint & wall paper do not deteriorate, towels dry quicker so less heated towel rail usage, reduced damaging condensation in other rooms within the home, reduced moisture in furnishings, drapes, carpets and bedding with the resulting reduction of dust mites, a bonus for allergy sufferers & asthmatics; a dryer home is a healthier home.

More benefits are, containing warm air in the shower creates 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 expensive than installing a DVS or HRS or constantly running dehumidifiers.

For more information or an installer near you visit www.showerdome.co.nz



STEAM-FREE: Showerdome

— Supplied Editorial

Sustainability trailblazers revealed

An extensive search of New Zealand's business community has put the spotlight on the country's most sustainable companies for the 2009 NZI National Sustainable Business Network Awards.

Competing for the title of Sustainable Business of the Year, to be revealed on November 12, are seven companies that all won the "trailblazer" award in their respective regions of the Sustainable Business Network Awards, held during August and September.

They include:

- Bayfair Shopping Centre
- 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
- New Zealand award-winning landscapers
- Manaaki Whenua Landcare Research
- An independent Crown Research Institute that provides science-based solutions and advice for sustainable development.
- Parkes Automotive
- A family owned automotive workshop.
- The Herb Farm

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.

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 awards 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, re-engineer and rethink during the recession. We received entries from a diverse range of companies that are all making

impressive and commendable changes to the way they do business, in an effort to be more sustainable," says Ms Brown. Businesses have two avenues to enter the awards.

They can participate in the Sustainable Business Network's 'Get Sustainable Challenge', which helps businesses to identify, measure and improve their sustainable development; or they can enter the Sustainable Design and Innovation Award, 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 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.

— Supplied Editorial

Earth angels

The power of the consumer is what drives business, and two entrepreneurial women with an environmental bent 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 aims to capitalise on the conscious consumers out there that 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

and wooden cutlery — for zero plastic waste functions, food waste bins with biofilm bags made from corn starch and recycled paper stationery.

There is an educational element to the range, with books on gardening, environmental practices and business strategy available.

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

— Supplied Editorial

A CUT ABOVE DOWN UNDER

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

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.

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Reliable. Value. Sustainable. Experience. Great company values for over 25 years.

Make your print environmentally friendly today by giving Richard a call on 09 631 1402, and receive your free 24 page guide "A Tale of Sustainability"

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email. info@earthangel.co.nz ph. 09 834 0699

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