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***GREENING
PROCUREMENT FORUM***



CEA's environmental credo is "living our commitment to the environment";

- We drive our commitment to a "triple bottom line" in many ways; Internal policies and culture changes to minimise waste and highlight use of recycled products e.g. cartons/volumetrics, Visy paper, toner collections, EXP Green range.
- Communicating externally to our customer base, relating the advantages of 'recycled' and how we can assist them to be more 'earth-conscious'.
- Continually drive our suppliers to create 'Environmental Policies' and to commit to them.
- Founding membership of the BRBA and its commitment to its 'Buy Recycled' policies.
- Driving our Toner Cartridge Recycling Program externally and internally
- Continue support of the Greenfleet Program.
- Continually expanding our 'Earthsaver' range including our exclusive brand, "EXP Green" – creating a demand for recycled products.





Toner Recycling Program – EXP Green Toner

Commitment to recycling process – CEA has developed a Toner Cartridge Collection Program (since 1996) that facilitates return of used toner cartridges to be used in the remanufacturing process.

Predominantly based on hp printer

How this program works – 1. Order a Used Collection Carton from CEA with your next order, 2. Use the carton to store empty cartridges, 3. once you have a minimum of 10 empty toner cartridges, call the Recycling Centre on a toll free number.

In 2003, CEA collected and returned over 120,000 toner cartridges to the Recycling Centre.

Our EXP Green Toner packaging is made using recycled board and all components, including the packaging are recyclable.





Earthsaver Range

The Earthsaver Range is a range of products that adhere to one of more of four criteria;

- Products that contain a specific percentage of recycled materials in the original manufacture
- Products that are manufactured using environmentally friendly practices and procedures
- Products that do not harm or denigrate the environment when in use
- Products that, when they reach the end of their life, are specifically environmentally friendly.

These can be OEM (supplier) Brands or our own brand, EXP Green. It is identified by its distinctive logo and is promoted in all catalogues and marketing material

The range consists of;

- Laser and Copy Papers
- Post-it Notes, Envelopes and Writing pads
- Writing Instruments
- Toner Cartridges
- Cleaning Products
- Janitorial Supplies





2005 new products includes;

14 EXP Green Office Products. Some products includes;

- EXP Green paper pencils - These pencils are manufactured using recycled newsprint, a unique process that does not use any wood.
- EXP Green stick/point pens and EXP Green retractable pens - Manufactured using non-bleached paper these environmentally friendly pens save over 70% plastic compared to normal ballpoint pens. The barrel is biodegradable and the packing is itself made from recycled paper

Government have expressed interest as they are required to report on their recycled usage.





8 branded products – some products includes;

- Reflex 35% - contains 35% recycled fibre which is diverted from Australian landfills
- Zebra pens - Zebra "Care for nature" range. Very smooth writing retractable ballpoint pen with 71% of the pen casing produced from recycled CDs and mobile phones.
- Marbig Enviro-fill Peanut Void fill –The Envirofill Peanut Void Fill offers cushioning for your items whilst helping protect the environment. 100% biodegradable, and resistant to humidity, it disintegrates quickly when in direct contact with water.





‘Envirodesk’ furniture

- The ENVIROdesk is a Patented product and process and results in a closed loop production process and produces we believe Australia’s most sustainable office furniture product.
- ENVIROdesk starts life as a highly optimized cutting process out of new melamine (this will also be available in “zero Emission” ie no formaldehyde) producing near zero waste because of its unique design. Important to the whole process is that the secondary use of the product has already been designed into the products original cut pattern before it starts manufacture.
- The ENVIROdesk can be returned at the end of its life and be redeployed as board in the construction of subsequent office furniture product, mainly in the substrate areas. This saves both the landfill from the desk but also saves both additional forest resources and energy and waste in board manufacture.
- At the end of its secondary life the product is again returnable and is then pulped. This is then mixed with virgin timber to produce new board to start the whole cycle again, and part is used as a combustible energy component in the production process and other coal use reduction programs in various states





Australian Made – EXP Green 50R

- 50% Recycled de-inked fibre from Australian pre & post consume sources that is diverted from Australian landfill.
- 50% virgin fibre from Australian and overseas plantations that is sustainably managed and are government controlled forests.
- No fibre is sourced from old growth forests
- The pulp and paper mill conforms to the following standards: Environment System AS/NZ ISO 14001:1996, Quality System AS/NZ ISO 9001:1994, Permanent Papers ISO9706.
- Suitable for high speed and double sided copying, laser printing and inkjet paper





Packaging

- We are looking to have all EXP (at least EXP Green) products in recycled packaging.
- Our suppliers are becoming more and more conscious as we are now asking them to send us their Environmental Policy as part of their initial submission each year
- We use flip-close boxes which mean no tape or strapping (only on copy paper cartons as received from the supplier).
- We use less pallet wrap and all cartons are recycled
- We do not use styro-foam pellets to fill cartons and do not stuff cartons. The PKMS system is allowing us to pick the right carton for the order (due to volumetrics etc) less cardboard wastage





Challenges

- Do we create the range, and through that, the market or does the market 'demand' create the range?
- Customer awareness seems to be high but the perception is of inferior or higher priced product
- Sourcing some product that is of equal or better quality at the same cost or cheaper is challenging – especially printable paper and envelopes, copy paper is the exception
- Managing high uptake in copy paper
- Converting interest into demand

