



# CARBON REDUCTION INSTITUTE CASE STUDY: VEGA COLOUR GROUP



## Vega is 100% Low CO2 Certified

In August 2008, Vega Press commissioned the Carbon Reduction Institute to undertake a carbon footprint analysis of their operations to determine the most effective way to reduce their climate change impact.

The figure on the right shows that electricity usage accounted for the majority of Vega's footprint, followed by ground travel and waste.

Vega have implemented a number of initiatives to reduce its footprint; these include the installation of power factor correction systems and recycling systems; and switching to alcohol-free printing processes and soy-based inks. Vega have committed to purchasing carbon offsets to offset 100% of its remaining operational greenhouse gas emissions without any extra cost to their clients.



### About Vega Colour Group

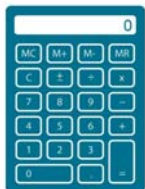
*Vega Press is a commercial sheet-fed printer based in Melbourne with over 45 years experience. Today Vega is one of Australia's biggest and most experienced commercial printers. Vega constantly pursue environmental improvement through reducing and offsetting their carbon emissions, and through implementing effective carbon reduction strategies. To add to their environmental achievements, in 2010 Vega Press received the Premier's Sustainability (Small Business) Award. The Premier's Sustainability Awards acknowledge leadership, innovation and outstanding achievement of those who become sustainable in their use of Victoria's resources.*



### Make it Carbon Neutral

In addition to its LowCO2 certification, Vega now also offers its clients a carbon neutral printing option on all of its jobs! Clients that choose this option can display the carbon neutral product logo on its job to demonstrate the action that it has taken against climate change.

The Carbon Reduction Institute developed the emissions accounting models to quantify the life cycle greenhouse gas emissions from all jobs produced by Vega. This includes the emissions from manufacture of paper, ink, packaging, freight as well as the consumption of 3rd party services, the manufacture of assets and machinery utilised in the delivery of each job that it produces.

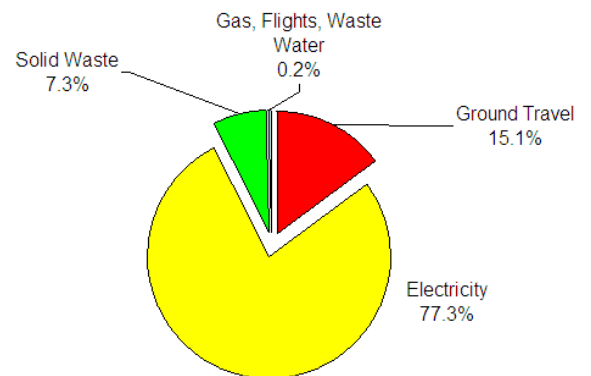


Vega have applied these models to its current quoting system, meaning that a carbon neutral print job is available to each of its clients.

On their website, Vega include a carbon calculator to make it simple for anyone to use. The option adds less than 1% to the total cost of each job - a small cost to pay for a safer planet!



Vega Colour Group Emissions Breakdown



### The Printing Industry and Climate Change

With the threat of climate change looming, the materials and processes used in printing have been subject of review across the industry. Areas of particular concern are the amount of waste; the chemicals used, and the electricity needed to run a printing press day and night.

Environmentally friendly printing processes are gaining popularity quickly, but printers are increasingly looking at ways to further reduce their impact on the environment. This can include purchasing carbon offsets to offset parts or all of their greenhouse gas emissions.

