



HOW **GREEN** IS YOUR OFFICE?



Leaders in service.  
Suppliers of choice.

Sponsored by **brother** At your side.

# Introduction

**Changes in the environment and particularly the climate have been one of the most talked about topics so far in 2007 and will continue to be as the weather has such an impact on our lives.**

You may have the opinion that your efforts alone, as an individual or an organisation, are not going to make a significant contribution to this problem. However, if we all pull together and did our bit then this little effort would equal a **BIG contribution**.

This little booklet is not here to lecture you on how to go about living your life and running your organisation. What it is here to do is to offer XMA customers some food for thought on how going about work in a green manner can achieve significant cost savings and reduce the environmental impact.

**So whatever your views are on the topic of Climate change and becoming an eco warrior, one thing is for sure – a green lifestyle is good for business.**

**Still not convinced? Then read on.**



# THE **GREEN** OFFICE GUIDE



THE **GREEN** OFFICE GUIDE



# How big is your footprint?

**According to research by Edinburgh University, leading a greener lifestyle can save an individual as much as £80,000 in a lifetime. Imagine how much this could amount to for an organisation of any size?**

Take a look around you and consider the processes your products go through in moving them from A to B. You can actually measure your organisation's carbon footprint quite easily with various online tools that will provide you with a report. Go to [www.xmaonline.co.uk](http://www.xmaonline.co.uk) and click on the link to calculate your carbon footprint.

Consuming less energy and dealing with waste more effectively are two initiatives that have been highlighted by the government resulting in the WEEE directive, forcing legislation on manufacturers to be more responsible when it comes to the disposal of products at the end of their life.

With a little bit of common sense it's not difficult to see where you can act responsibly when it comes to the environment - and the results will reduce your carbon footprint and enable your budgets to stretch that little bit further.

The initiatives outlined can have a positive impact on becoming more efficient, reducing waste and saving money. A greener office can help you recruit a better calibre of staff and result in the workforce being happier and more dedicated, resulting in greater productivity.





THE GREEN OFFICE GUIDE



# Greener Office Products from Brother

**For a number of years Brother have been building the kind of technology into their machines which has earned them the status of the most ethical and environmentally aware manufacturer of office machines. Their products comply with the worlds toughest standards for environmentally and employee friendly office equipment.**

## TCO

This organisation has stemmed from a Swedish trade union. Today the TCO badge is a highly recognisable quality sign. It is useful in aiding workplaces and individuals to make the relevant demands when purchasing IT equipment. It also identifies products with sustainable consumption and production trends.

To earn a TCO badge every product has to pass a minimum of 50 tests relating to emission levels, energy consumption, ergonomic design and ecological soundness. Each product

must be fully recyclable and wherever possible the manufacturer must eliminate harmful substances in the manufacturing process as well as the final product.

The TCO praise Brother for their efforts towards becoming the first manufacturer of office machines to achieve the TCO status and for regularly achieving the required standard on many of their products.

## Energy Star

This EU-recognised label identifies energy efficient products. It strengthens the message that buying energy efficient office machines is good news for your wallet through demonstrating that an energy efficient PC & printer might save you 200 Euros over a typical 5 to 6 year lifetime of the product.





## Packaging and Waste

Packaging plays an important role when it comes to selling products. It is a physical space that can be utilised for advertising and information, it is used to protect the product during its journey from production to the customer and in some cases the packaging is actually part of the product.

Despite all these uses packaging usually ends up as waste of which only a very small percentage is recycled.

**Think of other things that you could do with the packaging ...Reduce, Reuse, Recycle.**

**You could use packaging collection and used cartridges/toners collection. This will help identify you as a responsible organisation and will result in minimising your impact on the environment.**



# XMA's Top Tips for a Good Office

Below is a list of ideas to help you think about how you could use environmental initiatives to save you money.

## Recycle/Reuse

Discard used or unwanted electronic equipment in a convenient and environmentally responsible manner. You could also consider creating a new recycling initiative in your office offering a collection service between departments or sites for used toners/ink cartridges and packaging.

Then utilise manufacturer services to collect the spent ink containers and reuse the packaging. Speak to your XMA Account Manager to see how XMA can help you recycle used toners/ink cartridges.

## Make environmentally sound purchasing decisions

Buy office machines and PC's that have credible environmental standards to help you conserve and use less energy. Many of Brother's office machines now have the technology that enables you to save large amounts of energy – just look out for the TCO and Energy Star logos on their products.

TFT/LCD screens use less than half the energy than traditional CRT monitors use so consider switching to these – the initial investment may be a little costly but you will save money on running costs.



## Conserve energy

Turn office machines off when you know you won't be using it for extended periods of time. Turn on power management features during shorter periods of inactivity.

On average offices waste £6,000 each year by leaving equipment on over weekends and bank holidays. Just getting your employees to turn off their monitors when they go home can make a big difference.

## Talk to organisations who can help you

The carbon trust can advise you and guide you through specific areas that you may be environmentally concerned about. For example they helped the company ExCel cut their fuel bill by a third saving them £350,000 a year.



## Use daylight

It is free, so positioning work stations so they make the most of natural light will save you money, and will create a more pleasant working environment for your employees.

## Consider using renewable energy for your office

When you do this the energy company will supply the national grid from renewable sources. This is something you can tell others about and at the same time you are creating demand for these energy sources.

## Online ordering

While at XMA we can deliver whatever you need whenever you need it, why not consider creating a shopping basket online of your regularly purchased items, perhaps for delivery once a week rather than twice a week, saving you time on ordering and reducing carbon emissions & energy usage along the way!

## Consider offsetting your carbon footprint

Use an on-line carbon footprint calculator like the one at [www.xmaonline.co.uk](http://www.xmaonline.co.uk), and take responsibility for your organisation's emissions through compensating the environment for your carbon dioxide pollution. Simply make a donation and see how your donation can be used to buy and cancel carbon credits from emissions reduction projects that meet the high quality international standards of the Kyoto Protocol.





## Think about energy saving another way

By saving energy you are saving money and being proactive about environmental issues. At the same time you are building important brand images and values and developing better relationships with your staff and partners in the community.

All of this contributes to cost savings, helping you to stretch your budget that little bit further.

# Initiatives that XMA is involved in

**At XMA we have had an environmental committee for a number of years. The committee is tasked with driving the environmental message throughout the company and working closely with the local community – an essential job if everyone is going to pull together and really make an effort to change attitudes and beliefs. Some of the changes they have helped to drive are listed below:**

- Currently we recycle as much waste as possible (we estimate up to 70% of our waste) including: toner cartridges, tin cans, paper & electrical equipment, and 100% of our wood & cardboard
- We work closely with our packaging supplier to reduce the weight and size of packaging we use in all of our deliveries as well as using plastic boxes for product deliveries to Key Accounts instead of cardboard – these can be reused and result in no waste
- Push taps & toilet flush systems with half flush options have reduced XMA's annual water usage
- Where possible energy saving light bulbs are used (approximately 75% of all light bulbs in XMA buildings)
- All electrical & ICT equipment in Board rooms are on automatic shut-down switches
- All plant machinery & vehicles are regularly maintained to ensure they run at optimum efficiency & energy use is monitored to identify opportunities for improvement
- A Print Management System has been installed in 50% of the business to reduce print volume & therefore paper & ink wastage. Between 2005 & 2006, the introduction of print management allowed a 41% reduction in the number of packs of A4 paper used



- Lights, monitors & other electrical equipment are switched off when not in use. Nightly checks of buildings are conducted to ensure this is done
- External communications are printed on recycled or FSC managed paper, vegetable based inks are used for printing and digital address printing direct onto communications to reduce envelope & label usage
- Overall an increasing amount of XMA's marketing communications are sent out electronically to reduce the department's carbon footprint in terms of paper, ink & energy usage



# Vendor recycling programs

The manufacturers in our industry are involved in lots of environmental projects as part of their corporate and social policies. Many of them also have great recycling programmes that are free of charge for you to use as a service. Visit the relevant links below for more details about the recycling schemes or alternatively visit the manufacturers websites for more details about other programmes they are involved in.

## Brother

[http://www.brother.co.uk/g3.cfm/s\\_page/83950/s\\_page/83950/s\\_mode/display](http://www.brother.co.uk/g3.cfm/s_page/83950/s_page/83950/s_mode/display)

## Canon

[http://www.canon.co.uk/For\\_Home/Product\\_Finder/Multifunctionals/Laser\\_Multifunctionals/environment/cartridge\\_recycling/index.asp](http://www.canon.co.uk/For_Home/Product_Finder/Multifunctionals/Laser_Multifunctionals/environment/cartridge_recycling/index.asp)

(click on the "Return Used Cartridges" link from the list on the right hand side).

## Epson

<http://www.env.epson-europe.com/>

## Hewlett Packard

[https://h20010.www2.hp.com/eretreturns/welcome.do?\\_\\_country=GB&\\_\\_lang=en&jumpid=re\\_r4312\\_1mrmid\\_uk\\_en\\_smb\\_ipg/mu/smbpiec/piec/](https://h20010.www2.hp.com/eretreturns/welcome.do?__country=GB&__lang=en&jumpid=re_r4312_1mrmid_uk_en_smb_ipg/mu/smbpiec/piec/)

## Konica Minolta

<http://www.konicaminolta.co.uk/more-information/environment/clean-planet.html>

## Oki

<http://www.askoki.co.uk/products/consumables/recycling.asp?>

## Samsung

<http://www.samsung.com/printer/STAR/>



## Further Information

If you would like any additional information about anything you have read in this booklet you may find some of the following sources useful:

The Carbon Trust	<a href="http://www.carbontrust.co.uk">www.carbontrust.co.uk</a>
Pure Trust	<a href="http://www.puretrust.org.uk">www.puretrust.org.uk</a>
The Environment Agency	<a href="http://www.environment-agency.gov.uk">www.environment-agency.gov.uk</a>
Community Recycling Network	<a href="http://www.crn.org.uk">www.crn.org.uk</a>
Energy Star	<a href="http://www.eu-energystar.org">www.eu-energystar.org</a>
Enhanced Capital Allowances	<a href="http://www.eca.gov.uk/">http://www.eca.gov.uk/</a>

Or email XMA's Marketing team at [xma.marketing@xma.co.uk](mailto:xma.marketing@xma.co.uk) for any enquiries on XMA's environmental initiatives.



**XMA Limited, Wilford Industrial Estate, Ruddington Lane, Wilford, Nottingham NG11 7EP.**  
**Log on at [www.xmaonline.co.uk](http://www.xmaonline.co.uk) or call 0115 846 4000**

Printed on recycled material