

# Ligare News

*Environmental and Societal Sustainability  
Newsletter*

Issue #1 – July, 2008

## Avoiding Greenwash

At Ligare, we have always been a little different; for example, our name Ligare, which means 'to bind' in Latin. Not many Latin based business names around these days!

Another key difference is that we believe in transparent communication with our clients, our employees and our suppliers. If we don't know, we don't make claims, and if we do know we tell it without any spin. In terms of the environment we see and hear a lot of 'greenwash' swirling around the wider community, and of concern to us in particular the publishing and printing community. Greenwash is deceptive marketing designed to portray a company or product as caring for the environment. According to Choice greenwash has serious consequences in that it can prevent real green change by:

- Diverting spending towards products with negligible or non-existent benefits
- Preventing truly green products from differentiating themselves
- Encouraging more greenwash, rather than product innovation

(source: [www.choice.com.au](http://www.choice.com.au))

The Ligare position on the environment is simple; we are taking a lead role in sustainability; however we do not claim to know it all. As it can be difficult to sort out the meaningful information from the greenwash we will take the time to do the research and will keep you informed as we come to our conclusions.

This is why we have appointed a **Sustainability Manager**, Karen Morrison.

Karen, who has spent over twenty years in publishing has 'crossed the stream' and is now printing for publishers.

Karen is also our National Sales and Marketing Manager so she has a day job; however her passion is very much sustainability. Karen describes her expanded role as "a real opportunity to make a contribution not only to the ability of our customers to make environmentally friendly choices but also to work actively to improve the carbon footprint and sustainability of Ligare".

## What does this mean?

For Ligare it means that we have one person responsible for keeping us honest! Karen will be our lightning rod for the massive amount of environmental information coming through on a daily basis. Karen will be our first filter, ensuring we keep on track for our improvement activities.

We are also sponsoring Karen in her post graduate education as she undertakes her Masters in Business (UTS) where she is both formally studying sustainability and will also focus on sustainability in the printing industry as her Masters Project. Karen is also an active member of the Australian Conservation Foundation. ([www.acfonline.org.au](http://www.acfonline.org.au))



# Ligare

Sustainability meets the new

## Where are we today?

At Ligare we have done a lot in a short time. This includes receiving both FSC and PEFC certification early in 2008. We have also introduced a range of processes to reduce the impact of our plant here at Riverwood.

### Paper

Ligare received our certification for both FSC and PEFC in March 2008.

FSC is the Forestry Stewardship Council which began in Colorado in 1990 and is now a global organisation whose mission is to support and promote environmentally appropriate, socially beneficial and economically viable management of the world's forests. PEFC is the Programme for the Endorsement of Forest Chain of Custody which began in Europe in 1999 and is now a global organisation whose mission is to motivate and enable people to sustainably manage their forests. Both are chain of custody systems that certify organisations along the supply chain from forests to mills, to merchants and manufacturers that use wood and paper.

There is much debate about which organisation is best placed to support the sustainability of the forestry industry globally, FSC or PEFC. Ligare's position at this stage is that both organisations serve the goal of improving the sustainability of the forestry industry. Together over the past 20 years they have certified over 300 million hectares of forests which now supplies approximately 28% of the world's paper pulp. Two thirds of this pulp is PEFC. Certainly their approaches are different but they are both working towards the same goal; this in itself we believe should be both applauded and supported. The real challenge for FSC and PEFC is to make a real difference in the difficult countries where regulatory bodies and legislations are problematic especially in the developing countries. At present most of those 300m hectares of forest are in developed countries such as Canada, the USA and Scandinavia.

There has been some reported misuse of the trademarks from these chain of custody systems; understandably considering the impact and effectiveness of these organisations. At Ligare we cross check any trademark claims to ensure that the paper we use in manufacturing books is genuine. Additionally the FSC and PEFC papers Ligare promotes for our customers' use have been tested on our presses and pass our rigorous quality control systems.



### Computer to plate (CTP)

We use a Luscher CTP system that removes the use of traditional film and associated chemicals from the prepress process. We still use some chemicals, however these are fully biodegradable.

### Vegetable-soy based ink

The older style printing inks are mineral / solvent based and aside from not being a renewable source, contribute to ever growing greenhouse gas emissions. All of the inks we use in our sheet fed printing are vegetable-soy based.

For web printing we are still trialling options as the vegetable-soy based inks do not dry fast enough which means our machines need to be dialled back and run below economical speed to accommodate this. We are still experiencing some level of marking even when run at the low speeds. We will continue to trial each new development in vegetable-soy based inks as they come to us and will keep you informed via our website as to any improvements as they come along.

Needs of the present without compromising the needs of the future generations.

## Alcohol and printing

Isopropyl alcohol is used in the various fountain solutions (that in turn assist the print onto the paper) and is another source of greenhouse gas emissions. We have been trialling various options and have made a significant step in reducing alcohol in printing.

Traditional offset printing uses isopropyl alcohol, a volatile organic compound. This evaporates when printing and becomes a greenhouse gas. If printers claim to be alcohol free in the process then they must be using some other form of chemical; most common is glycol ether which has an equal outcome of greenhouse gas emission. Additionally glycol ether can pass through the skin to be taken up by the body as a poison. The current position at Ligare is to find ways to reduce the amount of isopropyl alcohol used in production.

We have brought down our use of Isopropyl alcohol in our fountain solution from 13% to 5% on our Variquik web presses. We have also managed to run both our Komori and GTO presses free of isopropyl alcohol. We are currently trialling on our sheetfed presses a fountain solution that consumes only 5% of isopropyl alcohol down from 10%.

## Recycling

We recycle all of the left over consumables that go into producing a book. This includes our plastic and aluminium printing plates, paper off-cuts and ends of shipments (some of these go into notepads), containers, and other elements previously considered 'waste'. We partner with Loumbos for all of our off-cut paper waste. Our off-cuts are collected in a Loumbos bin and collected regularly to be recycled into other paper-based products.

We keep challenging ourselves with the umbrella concept that everything that we can recycle should be recycled. We also reward our employees for any useful suggestions they may have in reducing waste and improving Ligare's sustainability programme.



## Carbon Neutral

How do we measure carbon neutrality? What does it really mean? There is much debate about the semantics of this term and unless this claim is supported by a clear and thorough explanation and the metrics involved we prefer to steer clear of it. Ligare prefers to use the more precise phrase: **reducing carbon footprint**. We all know what this phrase means: we are doing our best to reduce the greenhouse gas (GHG) emissions of all our activities. Ligare is working towards creating effective and measurable targets for the reduction of GHG emissions.

The way most claims of 'Carbon Neutral' work is that the organisation with the claim buys carbon offsets. The problem is that there is still a lot of greenwash about carbon offsets, as well as debate about which are the better carbon offsets to buy; i.e. which system has the most effective impact on reducing GHG emissions. Additionally as with all new, largely unregulated industries, the 'carbon offset' industry has a number of false players in the market. Ligare is currently researching carbon offset traders to find the best partner for our organisation to assist with offsetting those elements of our carbon footprint which we cannot at this time avoid.



## Social responsibility

The World Business Council for Sustainable Development defines corporate responsibility as the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce, their families and the local community and society at large.

(Source: [www.corporate-responsibility.com.au](http://www.corporate-responsibility.com.au))

We believe in playing our part in the community both locally or in the wider community. Locally Ligare sponsors a number of local community activities such as sponsoring disadvantage children through Careflight, The Leukaemia Foundation, Rotary and Lions Clubs to attend fun activities as well as supporting our staff in their own community activities. Even our CEO does his bit as a volunteer Surf Life Saver at Bilgola spending half a day every 3 weeks on patrol and helping keep our beaches safe.

## Equipment

As part of any new capital expenditure programme, we search for and work with suppliers who are environmentally responsible and their products must deliver a positive environmental outcome. Our partnership with Océ in digital printing equipment delivers what we believe is the best environmental outcome within the problems of digital printing.

The new Océ 6250 sheet digital printer in our digital department minimises the environmental impact at every stage: from low emissions and energy savings, right through to optimised asset recovery at end-of-life. Because the Océ VarioPrint 6000 prints simultaneously both sides of the paper about 45% of energy consumption is saved and it also requires less cooling demands than its main competitors. It delivers 25% less noise and is designed for a long productive working life. The use of monocomponent toner and an organic photoconductor, with no developer and no silicon fuser oil, minimises the environmental impact normally found in digital printers. Océ VarioPrint 6000 series uses no solvent in the toners.

## Our Office Environment

Our environmental concerns centre largely on our manufacturing but we have not neglected the impact that office functions have on GHG emissions and landfill. We are currently adding to our list of activities in this area such as: using scrap paper for internal notepads and communication wherever possible; computers and monitors are turned off when not in use; having some staff work from home one day a week, especially staff who live furthest from the office; office waste paper is segregated and collected for recycling along with our production waste paper.

Our building is 50 years old and has some inherent design flaws, such as limited use of natural lighting. The rebuilding programme which will commence in 2008 is addressing many of the environmental problems inherent in the current string of buildings which comprise our plant.



Valuing people, biodiversity of the natural environment, education and sustainable practices

## Made in Australia

We are a proud Australian printer.

We are committed to our belief that printing in Australia with Ligare is an environmentally positive outcome. The reduction in GHG emissions of transporting manufactured publications within Australia rather than transporting them from overseas printers alone is a positive outcome, without even considering the rising price of fuel.

Printing in Australia also means that our clients are using a manufacturer from a highly regulated society where social responsibility practices culturally take many organisations beyond the rigorous compliance necessary in a developed country. Ligare's values and culture has always been and will always be that truthful environmentally and socially sustainable business is the only path to tread.

Ligare also employs apprentices: our two latest apprentices experimented with the "try before you buy" approach joining us for a day a week under their Year 11 school program. Both decided that a printing apprenticeship was for them and they are now working with us full time and will hopefully be part of our next generation of printers.

Ligare actively supports Australian suppliers. One of our major partners is PaperlinX which owns paper merchants Spicers and Daltons as well as the paper manufacturing arm Australian Paper. The majority of the paper used in our manufacturing comes from Australian



Paper Mills owned by Australian Paper. Australian Paper go to great lengths to source paper pulp from responsibly managed forests and all their mills are now certified PEFC, and two are certified FSC producers.

We still source some paper from overseas mills from both developed and developing countries. However we endeavour to only source paper from mills which we believe are engaging in environmentally and socially sustainable practices. For example, Stora Enso received the highest overall score of environmental reporting and sustainability in the 2007 Forest and Paper Products Sector Analysis by The Roberts Environmental Center, Claremont McKenna College, California, USA. ([www.roberts.cmc.edu](http://www.roberts.cmc.edu)) Stora Enso, based in Finland, produces Enso Creamy, one of our stock FSC papers for our three Variquick web presses.

We invite anyone to come to our plant in Riverwood, Sydney and talk to our employees, see our practices at work, as our values all hinge on the transparency of our business.

## Education

With the vast amount of information in the market, we believe one of the things we can do is share what we believe to be helpful information.

As a result, we will be increasingly providing book production workshops which will include the latest environmental information and activities as well as working with publishers to identify ways of operating in the Australian market more effectively.

Our recent "Ligare Paper School" held in conjunction with Spicers Paper in Sydney was the inaugural event in the new Ligare Education Programme. Attendees learnt how paper is made and some aspects of FSC and PEFC paper. There will be more paper schools along with the book production workshops which are free to all attendees.

## The meaning behind symbols

As part of Ligare's campaign against greenwash we have identified some useful trademarks and symbols and given the meaning behind their use on your publications if they relate to the paper being used. A common misuse of "green symbols" is the triangular "recycled" symbol, which used on its own is not enough; manufacturers need to explain what proportion and which parts of the products are recycled and the process used in the recycling process for the symbol to have real meaning.

Some examples of symbols and trademarks used and their meaning follow.

In terms of paper stocks, there are a number of relevant FSC trademarks.

- **FSC 100%** products come from forests certified as meeting the environmental and social standards of the FSC
- **FSC Recycled** products support re-use of forest resources and use only post-consumer reclaimed material (wood and wood fibre) in accordance with FSC standards
- **FSC Mixed Sources** products, with wood from FSC certified well-managed forests, company controlled\* sources and/or post-consumer reclaimed material. At least 70 per cent of the material must be FSC certified and recycled, although other variations are included in FSC Mixed Sources labeling and will be labeled according to their breakdown.

\*Company controlled sources means avoiding wood from forest areas where civil or traditional rights are violated or high conservation values are threatened, avoiding genetically modified trees and illegally harvested wood, and avoiding wood from natural forests.

There is only one PEFC trademark. The use of this trademark means that paper products have been sourced from certified forests and the chain of custody from pulp and paper mills to the Ligare plant is in tact. Through the endorsement of national certification systems, PEFC motivates and enables people to sustainably manage their forests and works to provide a market for the products of those forests.



This newsletter is printed on Impress Gloss Art Paper. Impress is made in Australia from elemental chlorine free bleached pulp sourced from well-managed forests. It is PEFC certified and is manufactured by an ISO 14001 certified mill using renewable energy sources.

## Recycled

Made up of recycled fibres which have been extracted from existing paper products to be used in the manufacture of further paper products. Recycled paper can be 100% recycled or consist of a mixture of pre and post consumer waste along with some virgin fibre to add strength.



## Wood Free

Free from wood based impurities such as Lignin found in the plant structure by a chemical pulp process. Leaving only pure cellulose, the ideal substance to make paper. Stops discolouration problems. Also an environmental issue as no bleaching is generally necessary once Lignin is removed.

## Environmental Accreditation

A paper mill that has internationally recognised environmental standards and an ongoing commitment to the conservation of natural resources. The paper mill has established an environmental management system with standards in excess of legal requirements that operate in tandem with their product quality controls.



## Sustainable Forestry Practices

Fibre used in the production of paper that shows this symbol is sourced from pulp suppliers who practice sustainable forestry techniques and/or managed renewable plantation forests.



## Totally Chlorine Free (TCF)

No Chlorine gases or compounds are used in the bleaching process. \* *There is no toxicological difference between waste waters generated from ECF or TCF based bleaching.*



## Elemental Chlorine Free (ECF)

No chlorine gases are used in the bleaching process. The ECF process uses chlorine dioxide - when the bleaching process is complete, the chlorine atom leaves the process as chloride or salt. \* *There is no toxicological difference between waste waters generated from ECF or TCF based bleaching.* ISO 9706



## Acid Free

The paper is acid free ensuring it is safe for archival use.

