

Case Study

Global Food Producer
Sustainability Management Service

Ricoh helps global food producer transform sustainability from environmental initiative to a key business asset



This global food producer has always regarded environmental protection as an important business objective. But when it brought in Ricoh to help change

the way print was used in the business it achieved a dramatic improvement in efficiency, with sustainability being transformed into a valuable business asset.

Executive summary

Name: Global Food Producer
Location: Birmingham, UK
Size: 7,000 staff
Activity: Food manufacturing

Challenges

- Improve sustainability of business operations
- Print services becoming wasteful, costly and inefficient

Solution

- Ricoh Sustainability Management Service
- Ricoh Managed Print Service

Benefits

- Delivers significant environmental improvements, transforms sustainability into a valuable business asset
- Reduces print use by up to 25% and print costs by 28%
- Sustainability responsible for 13% of cost savings
- *Think Before You Print* campaign cuts print volumes by 16% just 3 months after launch

Challenges

This global food producer has its products sold in most countries around the world. It is the market leader in a number of categories. Many of its products are common household brands, worth billions of dollars, which include drinks, snacks and confectionery.

The business has always had a reputation for sustainability and care for the environment and it is keen for this philosophy to extend to all parts of the organisation. One business operation where the company felt it could achieve better sustainability was print. But the business also needs to watch costs so any environmental measures have to be economically viable.

"Print is one area of business operations where it is pretty obvious if it's wasteful - everyone could see that there was a lot of paper hanging around. At the end of the day, it wasn't uncommon to see a large pile of printed, but unwanted paper," says the food producers' UK IT Manager. *"Another issue was how people were using print. You could go to a meeting and people would have hardcopies of a full-colour presentation that was being shown on the projector anyway. No doubt the individuals saw it as efficient for the meeting, but may not have considered the environmental impact."*

The objective was to make print services more sustainable, but also to ensure they were efficient and practical for users and, critically, cost effective. The company decided to partner with Ricoh because of Ricoh's credentials and innovative approach to sustainability.

The first step to improving print sustainability was a Ricoh Managed Print Service (MPS) that had been recently installed. It comprises 300 Ricoh Multifunction Products (MFPs) across all of the company's UK sites. The Ricoh MPS



enabled the business to reduce its print fleet by 30% percent and deploy print services in more ergonomic and efficient ways, such as print hubs within work areas. Equitrac print management software provides detailed and real-time information about print activity.

Solution

The Ricoh MPS was the foundation for a Ricoh Sustainability Management Service (SMS) to reduce environmental impact and further improve the way print is used across the business. One element of the Ricoh SMS was to develop a *Think Before You Print* campaign, designed to raise awareness and inform staff about more sustainable, efficient and cost effective ways of using print.

The sustainability campaign included a range of posters, newsletter articles and table-top items with information and reminders about the environmental and financial cost of print, as well as how to use print in a more sustainable way. Plasma screens around offices were used to display sustainability information. Information was placed near printers so that staff would be reminded as they were printing. One innovative idea was to place black and white images near printers to underline the idea of mono versus colour printing.

Ricoh sustainability experts visited the company's offices and ran a series of showcase days. These featured a 'wall of waste paper' and games and prizes to make information exchange attractive and interesting. A questionnaire helped staff look at how each individual used print, with suggestions and recommendations for improving use. Users were then followed up with advice to help them print more efficiently, such as changing default print settings from colour to mono.

"Like many organisations, our staff are constantly getting information thrown at them so it was great to see Ricoh coming up with some innovative ways to communicate cost saving and sustainability messages and make them a bit more fun and interesting. I think it helps to make the message stick," says the IT Manager.

The Equitrac application in the Ricoh MPS is a key sustainability asset because it provides information which enables the business to get a much clearer picture of how paper and print services are used. Equitrac is also used to implement print policies like mono and duplex printing defaults.

Benefits

The Ricoh SMS has enabled the business to make significant changes to the sustainability of IT print services as well as helping to make them efficient and cost effective. The Ricoh MPS and Ricoh sustainability advice and education has

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reduced print across the organisation by as much as 25 percent. The *Think Before You Print* campaign itself delivered a 16 percent cut in print volumes - almost 300,000 pages - just three months after it was launched.

The colour-to-mono printing ratio has been re-balanced with mono increasing by 18 percent. At the company's HQ it has shifted print output from colour to mono by at least 10 percent. Across the organisation, colour print has fallen from around 900,000 to 600,000 pages. The amount of paper the business uses every year has also fallen by 12 percent.

Significantly, the business has also seen print costs fall by 28 percent, with sustainability innovation contributing as much as 13 percent of that saving. The Ricoh MPS and more efficient Ricoh MFPs have helped to reduce annual energy consumption by 12 percent.

"What is refreshing about Ricoh is the fact that a company that sells printers and print solutions was prepared to come into our business and help us make print more sustainable and cost effective and actually reduce the amount of printing we do. It goes to show that Ricoh is a true partner and not just a supplier," says the IT Manager.

The Ricoh *Think Before You Print* campaign has led to a change in the way staff in the business think about print and some departments are starting to run their own mini projects aimed at reducing print use further. For example, HR used to send out a lot of contract and organisational information papers to new starters. Now, documents are sent via

email with contracts that can be signed electronically. This kind of practice has reduced printing in HR by 65 percent.

Additional initiatives include working with Ricoh to reduce the number of print devices further. Currently, there are three print pods on each floor and these are being reduced to two pods, with only one pod having a colour print facility. Without impacting user productivity or efficiency, the company is looking at another innovative idea - making print resources slightly less convenient to use. So pods are being located a little further from where staff work, simply to encourage people to think before they print. The business is also considering a rolling programme of education, for example, every two years or so, to remind staff about sustainable printing.

"The business value of sustainability can be hard to measure and what we do in IT is often seen as a separate add-on, while sales and manufacturing are regarded as core activities. So with Ricoh's help it's nice to show the business that sustainability is about the environment, but it's also about cost saving and having a direct impact on business profitability," says the IT Manager.

Ricoh Solution/Products

- Ricoh sustainability consultancy
- Ricoh Multifunction Products
- Equitrac

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UK IT Manager, Global Food Producer