

Climate Neutral Printing

with your printing partner Buchdruckerei Lustenau (BuLu)



A great opportunity to take positive action for the environment

The world has recognized the necessity to take action against climate change. More and more companies and consumers have a real desire to purchase goods and Services that are proven to be ecologically friendly. Even if we cannot avoid all emissions because it is not technically possible or makes no sense economically, we can still make our individual contribution by taking responsibility and doing things that still make a little bit of a difference for the environment.

As a company, you have the option to have your printed materials produced in a climate-neutral way. With the label „Printed in a climate-neutral process“ (visible on the back or in the imprint of the publication), you can show your partners, customers and your own staff your commitment to environmental protection.

So what is climate neutrality?

This concept is based on the Kyoto Agreement and specifically aims to reduce harmful greenhouse gases and means that a predetermined quantity of CO₂ can be offset by the reduction of the same quantity at another location. This is achieved through the purchase of Carbon Emissions Reduction certificates (CERs). Since climate is a global problem, it is irrelevant where CO₂ reductions take place.



Austria's most climate friendly printing company

First of all, our company went through an intensive certification process. A Material Flow Analysis was made. That is, all substances and processes used in the Buchdruckerei Lustenau (BULU) including those that are specific to the printing of a print product were evaluated, the quantities were calculated and were evaluated for the CO₂ emissions that they produce. This included, for example, paper (manufacture and Transportation), electricity used (that is, how is electricity used in the manufacturing process?), as well as ink and detergent use; up to staff mobility (i.e. how many employees come to work by bicycle, etc.).

The results are impressive: **Buchdruckerei-Lustenau, BULU is the most climate friendly printing company in Austria** (of approximately 90 companies previously certified by the natureOffice) and is second to only one company in all German speaking countries.

Environmental Protection has always been an important issue for BULU. Investments into an energy pile system (for the heating in winter and the cooling system in summer) and the hot water extraction (from the heat off the printing presses) contributed to this impressive performance.



Climate protection Projects – It is the quality that counts

Since not all climate change projects are of an equal quality, we compensate for CO₂ emissions through environmental protection projects with the **Gold Standard**. The Gold Standard is a seal of quality, which, in addition to CO₂ reduction, also provides measures for the integration of socially responsible climate protection projects in the region in question. According to a study by WWF from 2008 only the Gold Standard meets the high standards that one would expect from a voluntary Climate Change Project.



Calculation of printed products

After this overall analysis, we have a method of calculation specially designed for our company, which is capable of determining and identifying the CO₂ emissions of each printed product.

All CO₂ emissions are taken into account:

- paper (raw materials, production, manufacturing, logistics)
- energy used
- printing preparation and prepress stages
- printing plates, ink, humidification and cleaning
- running time, processing
- final logistics

Offsetting the CO₂ emissions

The amount of CO₂ that is ascertained and reported is the basis for the purchase of high CO₂ emission reduction certificates (CERs) in the same amount.

Certificate for any climate-neutral printing

If you let your printed materials be produced in a climate neutral form, you will then receive a certificate (see Figure), that you can then post in your company, for example, to make your company's commitment to environmental protection clearly visible for all to see.



Verifiability by ID number Tracking System

So that you can rely on the authenticity of each climate neutral product, as well as the normal labelling, each of our printed products carries an ID number, which allows the amount of CO₂ that was compensated for through which climate protection project to be traced back.

An entrepreneurial responsibility

Climate-neutral printing, offers a pleasant entry into the field of environmental protection. Through this you are able to position yourself amongst the most innovative companies. You can assume responsibility whilst making a real contribution to sustainable environmental protection. You can become a role model and present yourself to your customers accordingly. Integrate your commitment to the environment into the brand core of your business.



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