

Proven Direct Sustainability Overview

During the 3rd quarter of 2008, the Senior Leadership team at Proven Direct developed a 36-month Strategic Plan. At the highest level, six Strategic Imperatives were put forth. As a manufacturer whose primary raw material is paper; a renewable natural resource, Proven Direct's management team recognized their stewardship responsibility and, as such, one of these strategic imperatives is to "Adopt a Continuous Green Bias".

What follows is an outline of the programs that were developed by Proven Direct's "Green Team" and are being put in place throughout 2009 and beyond in order to support this strategic initiative:

Production Waste Recycling Program

Step One

- Recycle and reduce cardboard/mail piece spoilage on manufacturing floor
- Implement recycle stations at each desk
- Set up plastic and aluminum recycle large bins in manufacturing (used by production and janitorial)
- Continue Shredding program – shred sensitive documents in marked confidential shredding receptacle
- Make it known to all employees to use shredding receptacle
- Coordinate grouped courier pickups to reduce gas usage and possibly save service fees

Step Two

- Recycle Indigo Ink cans – get large bins out on production floor
- Steel banding on skids (can be commingled with Indigo cans)

Step Three

- Measure where we are now to begin creating a Waste Stream
 - UWEX offers spreadsheet for tracking cost & financial return of recycling materials

Step Four

- Recycle computer parts, monitors, equipment through Midwest Computer Recyclers
- SmartWay Transport partnership in hiring only SmartWay carriers for mail trucks and courier services for at least 50% of all shipments – per EPA (www.epa.gov)
 - Con-Way Freight
 - DHL
 - UPS
 - Yellow Trucking

Employee Waste Recycling Program

Step One

- Encourage less printouts of emails & email distribution of memos, even for presentations
- Recycling – white paper in office areas
 - Use office paper delivery boxes as recycling receptacles in office areas
 - Turn 8.5x11 into scrap pads for 2nd use before recycling

- Use old 8.5x11 as pallet markers and copy paper for internal copies
- Create a depository box for used job logs to be used as scrap paper before recycled
- Make it known to all employees to use shredding receptacle
- PD reusable coffee mugs instead of Styrofoam cups in kitchens
- PD reusable water bottles – metal insulated
- Shut down computers when not in use
- Turn off office light when not in use
- Once recycling is in place create a reference board of recycle materials and where each station is for employee reference
- Get employees involved in Earth Day (April) to promote awareness
- Stewardship Crew – keep it going, offer incentives to employees who participate

Step Two

- Office supplies provider – www.thegreenoffice.com
- 100% recycled copy paper to use for Work Orders, faxes, internal forms, packing slips, etc
- Encourage more credit card transactions for postage payment and invoice payments in lieu of checks or mailed paperwork
- Encourage more clients to use electronic invoices, per our e-blasts and mailing
- Recycle toner and printer ink cartridges

Step Three

- Scan proofs instead of faxing – or set up EFax software on computers
- Electronic pay-stubs in form of email, PDF, or web user-interface page (Paychex)
- Laptop computers instead of desktop computers – less energy consumption and more portability / reduce notepad use

Employee Waste Reduction Program

Step One

- Continue to re-use packaging materials (Sharon's station)
- Request vendors use less packaging, bulk pack when optional

Step Two

- Light bulbs – energy star or fluorescent lighting systems for office and production

Step Three

- Lunchroom lighting timers / activity sensors
- Electric forklifts

Marketing Services – not included in structure above

- Get the word out to clients, employees, and community about our efforts
- List management

- Cleansing services: NCOA, dedupe, suppression, address change service, Do Not Mail (national requirement or customer request)
 - List procurement – target audience
- Variable Imaging
 - Targets those who are more apt to want the mailer and hold on to it
 - Encourage PURLS over BRCs
- Design
 - Encouraging recycled and FSC certified stock
 - Encouraging lighter weight stock
 - Encourage smaller pieces and design to fit more up on press sheet
- Consolidate mailings
- Electronic proof flow via PDF – Acrobat sharing and electronic mark-up software capability

Miscellaneous

Step One

- Get MVP environmental group going (Sigma is already practicing)

Step Two

- Green cleaning/facility supplies – cleansers, can liners, paper products (toilet paper, paper towels, facial tissue)
- Blue microfiber dusting cloths for office use