

# CARBON REDUCTION INSTITUTE CASE STUDY

## VEGA COLOUR GROUP

### About Vega Colour Group

Vega Press is a commercial sheet-fed printer based in Melbourne with over 45 years experience. The Vega team is driven by a passion for excellence and brings along a set of unique skills and abilities which set the printer apart from its competitors. Vega offers competitively priced, premium print work that will exceed your expectations.

Today Vega is one of Australia's biggest and most experienced commercial printers. Vega constantly pursue environmental improvement through reducing and offsetting their carbon emissions, and through implementing effective carbon reduction strategies.



In August 2008, Vega Press commissioned the Carbon Reduction Institute to undertake a carbon footprint analysis of their operations to determine the most effective way to reduce their climate change impact.

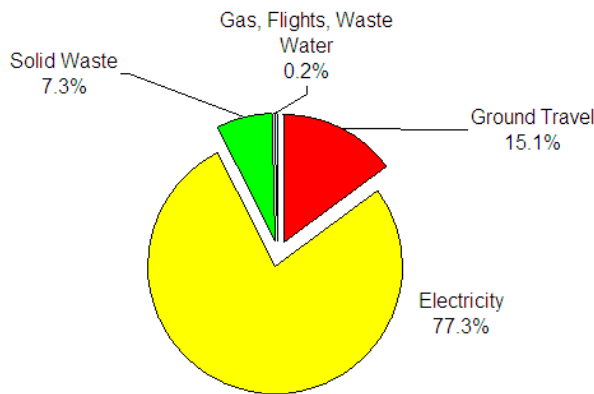
The figure on the left shows that electricity usage accounted for the majority of Vega's footprint, followed by ground travel and waste.

Vega have implemented a number of initiatives to reduce its footprint; these include the installation of power factor correction systems and recycling systems; and switching to alcohol-free printing processes and soy-based inks. Vega have committed to purchasing carbon credits to offset 100% of its remaining operational greenhouse gas emissions without any extra cost to their clients.

Vega are 100% LowCO2 Certified

### Vega Colour Group LowCO2 Certification

Vega Colour Group Emissions Breakdown



### Make it Carbon Neutral



In addition to its LowCO2 certification, Vega now also offers its clients a carbon neutral printing option on all of its jobs! Clients that choose this option can display the carbon neutral product logo on its job to demonstrate the action that it has taken against climate change.

The Carbon Reduction Institute developed the emissions accounting models to quantify the life cycle greenhouse gas emissions from all jobs it produces. This includes the emissions from manufacture of paper, ink, packaging, freight as well as the consumption of 3rd party services, the manufacture of assets and machinery utilised in the delivery of each job that it produces. Vega have applied these models to its current quoting system, meaning that a carbon neutral print job is available to each of its clients. The option adds less than 1% to the total cost of each job - a small cost to pay for a safer planet!

### The Printing Industry and Climate Change

With the threat of climate change looming, the materials and processes used in printing have been subject of review across the industry. Areas of particular concern are the amount of waste; the chemicals used, and the electricity needed to run a printing press day and night. Environmentally friendly printing processes are gaining popularity quickly, but printers are increasingly looking at ways to further reduce their impact on the environment. This can include purchasing carbon credits to offset parts or all of their greenhouse gas emissions.

For more information about how your business can reduce its carbon footprint contact:

**CARBON REDUCTION INSTITUTE PTY LTD**  
 Suite 13 38-46 Albany St.  
 St. Leonards NSW 2065  
 P: +61 2 9439 9990 F: +61 2 9439 5550  
 W: [www.noco2.com.au](http://www.noco2.com.au)  
 P: 02 9439 9990



**ACT NOW AGAINST CLIMATE CHANGE!**  
 BUY CARBON NEUTRAL PRODUCTS AND SERVICES