



PRINT | PACKAGING | PROMO | MAIL



ZUZA SUSTAINABILITY PROGRAM

WE'RE MAKING SUSTAINABLE PRINTING & PACKAGING A PRIORITY



The mark of
responsible forestry



PIA | SD

MEMBER



SUSTAINABLE
FORESTRY
INITIATIVE

SFI-00379



WELCOME TO ZSP

What are your sustainability objectives?

At ZUZA, sustainable printing & packaging doesn't force a trade-off between cost-effectiveness and eco-consciousness.

Instead, we seamlessly merge both aspects. We collaborate closely with clients and suppliers to align our sustainability goals with opportunities for environmentally-friendly outcomes in design, scope, and performance.

Our objectives include:

Resource Optimization - We analyze, quantify, and enhance our utilization of energy, raw materials, and water.

Waste Reduction - Every day, we implement strategies to decrease, repurpose, and recycle waste.

Ethical Sourcing - We work with vendors that embrace sustainable methods and collaborate with clients to select environmentally responsible solutions.

Environmental Stewardship - We actively seek out, educate ourselves on, and disseminate best practices, showcasing our dedication to sustainability.



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QUESTIONS TO ACHIEVE EFFECTIVE SUSTAINABILITY

At the start of every project, whether it involves printing, custom packaging, mailing services, or promotional items, we feel it is crucial to invest sufficient time in asking the pertinent questions. They are essential for laying the groundwork for an effective design process. For example:

Are there any material preferences or restrictions to consider?

EX: Food service industry uses 100% recyclable paper products.

Are there specific sustainability objectives you are aiming to achieve?

EX: Use 75% PCR paper for catalogues to reduce carbon footprint.

Is there a potential for the printing or packaging to be reused?

EX: Rigid setup boxes can be repurposed as storage containers for household use.

We have found by asking questions that our clients may not have considered, it allows us to provide a sustainability solution that they didn't know they needed.



LET'S TALK ABOUT MATERIALS USAGE

Can we use less material?

Reducing materials does not necessarily equate to compromising the project's durability or the end user's satisfaction.

Amazon, for instance, prioritizes its Ship in Own Container (SIOC) program, underlining its dedication to four packaging design principles:

- Design to reduce waste
- Use 100% recyclable materials
- Provide protection against damage
- Be easy to open

Can we incorporate other materials to improve the perception of sustainability?

Comparing plastic packaging with brown kraft paperboard containers, consumers tend to view kraft as more environmentally friendly.

If perception is a concern for your products, integrating a new material into the packaging design may be beneficial, provided that the mix of materials remains recyclable together.

An example of what to avoid is adhering plastic or foam to paper, rendering it unrecyclable due to the inability to separate the materials in the recycling process.

IMPROVING MANUFACTURING

Continued investment in state of the art manufacturing technologies

In the last 6 years we have made a significant investment in our KOMORI - UV offset printing press, as well as, our digital print department. This has allowed us to reduce our overall VOC emissions by 80%.

Embracing high-tech pre-production processes

Switching from a traditional print plate process to CTP (computer to plate) and Process Free Plate system has allowed our facility to reduce our water and electricity usage and do away with harmful film processing chemicals.

**Average Water, Energy, and Chemistry Usage in
Prepress (annually) for a printer making 50,000² m of**

**SONORA
PLATES**

**PROCESSED
PLATES**

**0
LITERS**



**WATER
USAGE**

**500,000 -
800,000
LITERS**

**0
kWh**



**ENERGY
USAGE**

**38,000 -
50,000
kWh**

**0
LITERS**



**CHEMISTRY
USAGE**

**4,000 -
10,000
LITERS**





ENHANCED SYSTEMS & PROCEDURES

We constantly review our systems and procedures to attain greater efficiencies

Solid Waste Reduction and Packaging Minimization

Reuse, repair, repurpose, and recycle. These practices guide our waste minimization efforts:

- Returning wood pallets to vendors for reuse, closing the loop
- Using end-of-roll paper as packing material
- Recycling oil, plastic wrap, aluminum, and electronics
- Using and laundering cloth shop towels
- Onsite shredding and bailing for more efficient recycling

Energy Efficiency with Tech Upgrades

ZUZA is investing in upgraded energy consumption and recovery systems across our facilities which will minimize our energy usage and carbon footprint.

- We use energy efficient ballasts and lights in our offices and in the plants
- All of our computers and appliances are Energy Star efficient and optimized

Rethinking Transportation

We consolidate deliveries to maximize fuel efficiency, reduce carbon emissions, transportation costs, and overall environmental impact.

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MOVING IN THE RIGHT DIRECTION

What we know about the industry?

Sustainable printing & packaging presents an opportunity to significantly contribute to your brand's sustainability efforts and your consumer's awareness. If you're nodding in agreement, what's your next step?

Here are three recommendations to maintain momentum.

DEFINE THE SCOPE OF YOUR STRATEGY

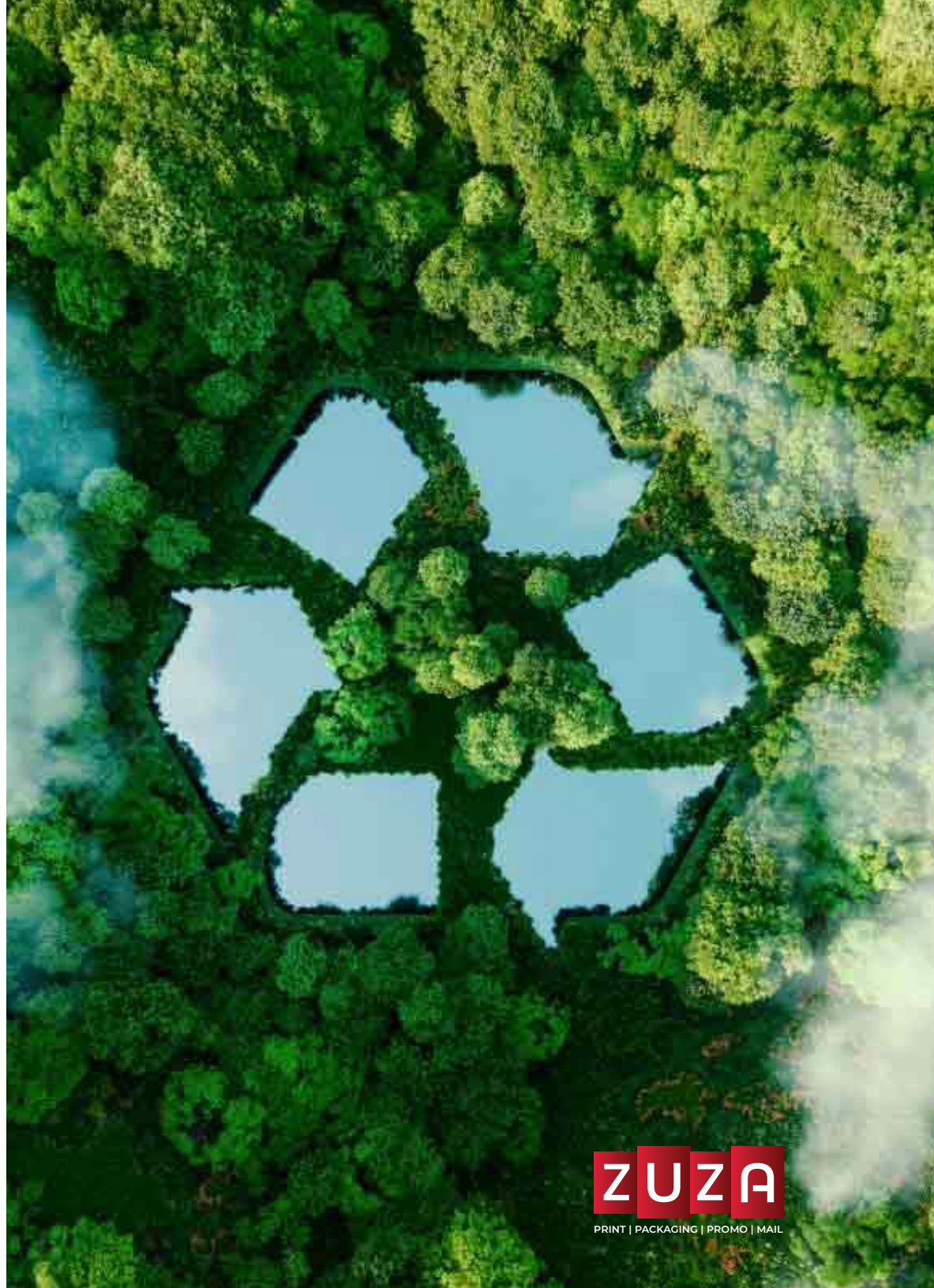
Which materials will be included? Are there any preferred (or unacceptable) materials to consider? Which product lines will be affected? Will this encompass all printing & packaging categories?

ESTABLISH (ATTAINABLE) MILESTONES

Once you've defined your parameters, strive to set SMART goals (specific, measurable, achievable, relevant, and time-bound).

BABY STEPS

Embracing sustainability requires careful planning—resist the urge to make sweeping changes overnight. Allow Zuza to collaborate closely with you to pinpoint easily achievable improvements. Trust us to suggest actions that have minimal impact on operating costs and maintain the integrity and functionality of your project.





WE'RE MAKING SUSTAINABILITY A PRIORITY

Recent studies indicate that over half of consumers prioritize sustainability when making purchasing choices, with nearly three-fourths willing to pay extra for such items. It's evident that integrating your organization's sustainability narrative into printing & packaging is not only prudent but also advantageous for future success.*

According to McKinsey, achieving this requires three essential components:**

- A reliable methodology for evaluating packaging products in terms of cost, convenience, and sustainability
- A comprehensive understanding of the potential benefits and value across the product range from enhanced sustainability standards
- Establishing the appropriate partnerships to meet evolving consumer and customer demands for packaging

Finally, it's crucial not to embark on the journey toward sustainability alone. If you trust your printing & packaging partner(s), rely on them to assist in identifying and seizing sustainability opportunities ahead.

* Trivium Packaging, Global Buying Green Report, 2021

** McKinsey & Co McKinsey & Co., "The drive toward sustainability in packaging..." 2020

LOGOS WORTH LOOKING AT

You'll see these marks on the back of cartons or publications — but what do they mean?



The mark of
responsible forestry

Forest Stewardship Council® (FSC®)

FSC® is a global nonprofit organization dedicated to advocating for environmentally sound, socially advantageous, and economically sustainable management of the world's forests. FSC pioneered the initial independent system for forest products.



Sustainable Forestry Initiative® (SFI®)

SFI Inc. operates as a comprehensive, independent certification program, collaborating with environmental, social, and industry partners to enhance forest practices in North America and promote responsible fiber sourcing globally.

ZUZA is proud to be certified with both
Forest Stewardship Council® - FSC-C013744
Sustainable Forestry Initiative® - SFI-00379



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ISO 14001 : 2015 COMPLIANT

We are committed to company improvements

At Zuza, we are always looking into the future and how we can do our part for the environment. As a result, we are proud to announce that we are ISO 14001:2015 compliant.

What is ISO 14001?

ISO 14001 aims to offer a framework enabling organizations to manage and minimize the environmental effects of their operations, offerings, or services while consistently enhancing their environmental performance. Certification under ISO 14001 is granted following an evaluation by an unbiased external auditor. Adopting the structured methodology of ISO 14001 prompts an organization to thoroughly assess every aspect where its operations influence the environment.

- Cutting down on waste management expenses
- Promoting energy and material consumption efficiencies
- Raising employee awareness on the significance of eco-friendly behaviors
- Setting up an environmental performance structure to support ongoing enhancement



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REDUCE, REUSE, RECYCLE
ARE OF GREATER SIGNIFICANCE THAN
EVER BEFORE, GUIDING US TOWARDS
A MORE SUSTAINABLE FUTURE.

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