

FSC Logo – A Piece of Cake

FSC CERTIFICATION IN PRACTICE // Without an FSC certificate, increasingly fewer doors are open in the Print Media Industry. The road to one's own worldwide recognized logo is simpler than many think. This example of the German print shop Kohlhammer & Wallishauser shows how it works and what it comes down to.

Marc Hellstern still remembers well the day he first had to seriously confront the issue of logos from the Forest Stewardship Council (FSC). "Like many other things, the initiative came from the customer," says the 40 year-old, who is responsible for production and sales at the print shop Kohlhammer & Wallishauser. In this case it was the German Federal Agency for Nature Conservation. As the publisher of the magazine Natur und Landschaft (Nature and Landscape), the agency placed two demands. "We were supposed to print the monthly issue on FSC paper," says Hellstern. "In addition, it was expected that we certify our processes according to FSC standards." The print shop felt like most FSC newbies do – they wanted to react immediately but didn't know where to begin. "We only learned which steps to take after looking at the FSC's website and talking with another print shop we know," Hellstern remembers.

Many who are first confronted with the issue of certification have a similar experience. And almost all are surprised at the beginning since the worldwide FSC organization with headquarters in Bonn, Germany, doesn't carry out the certifications itself. Around 20 independent inspection organizations worldwide are authorized by the council and responsible for that. The spectrum ranges from the classic eco-forest protagonists like the Rainforest Alliance Smartwood Program in Richmond, USA, to the quality certifiers from The Swiss Association for Quality and Management Systems. Business

consultants active worldwide, such as KPMG Forest Certification Services in Vancouver, Canada or the GFA Consulting Group in Hamburg, are also on board. Those in Hamburg are the market leaders in Germany. GFA helped more than 500 businesses earn an FSC logo, including saw mills, paper mills and paper retailers as well as building centers or manufacturers of wood furniture. "We've registered an enormous rise the last few years with print shops," says Eva Weinert from the certification team at GFA. The most important reason for this development is that more and more clients want to see the FSC logo on their print products.

Separation of FSC and Other Papers. The hunt for a suitable certifier led Kohlhammer & Wallishauser to GFA. This is auditor Joachim Lerche's third time at the print shop – two years ago for initial certification and then every twelve months for a follow-up audit. "The two inspections are more or less the same actually," explains the lumberman. He estimated he would need about three hours this time. "That's enough when the data is well prepared." That's very different to saw mills or paper mills, where the process can often take several days, Lerche says.

At the print shop, the core of the audit proves to be quite simple actually. The business has to demonstrate that it bought FSC certified paper and that it stores and processes it separately from other paper. In addition, auditors check to see if the paper reaches the

client with the correct identification. In order to find this out, Lerche asks about the print shop's total paper consumption and the percentage of FSC paper. He also enquires about whether FSC products are ever processed out of house.

This is followed by order cycles and storage techniques. Lerche takes a look at the documents showing that the employees were trained about FSC. Then he wants to know if the print shop has its paper providers show their FSC certificates on a regular basis. Are there any changes in the print shop's handbook describing all of the processes having to do with FSC paper? The GFA representative takes a look into this, too. Finally he checks the so-called material balances: How much FSC paper was bought, how much processed, how much delivered and how much is still in the storeroom? Is everything correctly documented? "We look into everything this closely because we want to prevent that 100,000 FSC sheets were bought, for example, and somehow magically 300,000 are 'delivered' to the customers," Lerche explains the meticulous procedure. He conscientiously works his way down his checklist consisting of multiple pages. Production director Hellstern and Michael Faul,

from internal sales and overseeing the FSC proceedings, are well prepared and readily give information. The conversation atmosphere is relaxed and isn't at all reminiscent of something like a school oral exam, for example.

Nobody is perfect. At the end, Lerche takes a tour and gets an up-to-date picture of the print shop. He takes a closer look at the storage place for FSC papers: Is everything separated from one another correctly? Lerche nods satisfied. "Everything here is clean, clearly laid out and well labeled," he concludes. There are also no objections to the process chain at Kohlhammer & Wallishauser. Everything is exemplary. Both incoming invoices from the providers and outgoing invoices clearly show the status of FSC papers. And the material balances are also just as transparent as the documentation of the employee training.

Then Lerche finds something after all: The amount of paper purchased on the invoices is written in kilograms and the amount delivered to customers as number of sheets. "It's not such a big deal, of course," Lerche says, "but it should be changed." During the first and

FSC in numbers

GLOBAL FSC CERTIFIED FOREST AREA
MORE THAN 232 MILLION ACRES (94 M HA) OF FOREST AREA CERTIFIED ACCORDING TO FSC STANDARDS IN 2007.



GLOBAL FSC CERTIFIED PRODUCT CHAINS
COMPANIES IN 78 COUNTRIES AROUND THE WORLD PRODUCE ACCORDING TO FSC STANDARDS.



SOURCE: FOREST STEWARDSHIP COUNCIL

FSC CHAIN OF CUSTODY CERTIFICATE GROWTH

THE SUPPLY OF FSC CERTIFIED PULP IN THE MARKET IS ESTIMATED AT A MINIMUM OF 4.7 MILLION TONS. THIS IS ABOUT 9% OF THE TOTAL GLOBAL SUPPLY.



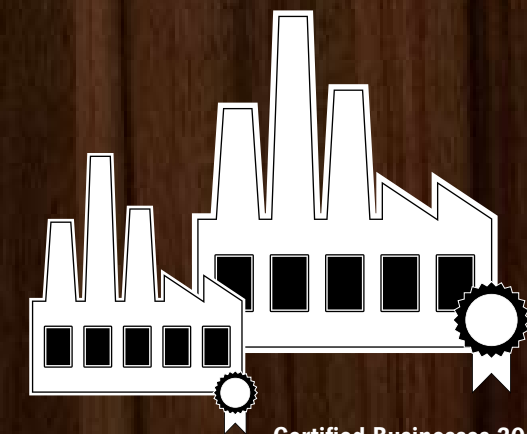
Percentage of pulp FSC certified
4.7 MILLION TONS (9%)

Global Pulp Consumption

52.2 MILLION TONS (100%)

CERTIFIED BUSINESSES

SOME 7,500 COMPANIES IN THE FOREST PRODUCT SUPPLY CHAIN ARE FSC CERTIFIED. THIS FIGURE COMES AFTER 40% GROWTH IN 2007.



Certified Businesses 2006

approx. 5,400 certificates

Certified Businesses 2007

approx. 7,500 certificates (40% increase)

▶ follow-up audits there are often a few open points – usually small odds and ends. The standards set by FSC and the inspection criteria print shops have to prepare themselves for can be found on the council's homepage.

99 Percent Success Rate. Hellstern and Faul are satisfied and not only with the way the follow-up audit went. The first certification two years ago also transpired without any problems. How much time did it take to prepare the required data material back then? "Maybe two or three Friday afternoons, not more," Hellstern answers. "We thought it would be worse and take lots more time," Faul adds. The costs connected with the FSC certification were also reasonable: Audit and follow-up audits over a period of five years total about 10,675 dollars (7,500 euros). The exact amount is based on the print shop's revenue. Kohlhammer & Wallishauser brings in around 14.2 million dollars (10 m. euros) per year with its 60 employees. After five years, companies have to be newly certified according to the current FSC standards.

Lerche is finished with his work, at least on site. He'll then write a report and send it to the GFA in Hamburg. If Hellstern and Faul don't hear anything from them, the certificate is considered to have been extended. The chances are looking more than good. According to the GFA in Hamburg, around 99 percent of those wanting to be certified get the stamp. The rate is even higher on follow-up audits. "Once you've already started with the necessary processes, you're not likely to fail," says Lerche and bids farewell. He has to push ahead. The next customer is waiting already. ■

"Green Logos" for Print Shops

The worldwide FSC organization was founded in 1993 as a result of the UN Earth Summit in Rio de Janeiro. Since then, the non-governmental and non-profit organization has been actively promoting ecological and socially responsible use of the forests. Around 2.5 percent of forest areas worldwide are currently being managed according to FSC criteria; in Germany that figure is around 6 percent. In addition to the timber industry, FSC also covers the areas of paper and processing. Today, it has developed into a standard recognized worldwide.

The so-called Programme for the Endorsement of Forest Certification Schemes (PEFC) also offers ecologically relevant certifications for print shops. Paper with the logo contains at least 70 percent wood from sustainably produced and appropriately certified forests.

Further Information

The website www.fsc.org offers information on both country-specific contact addresses and FSC standards as well as all inspection agencies accredited by the organization. Further information on PEFC can be found at www.pefc.org

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Not Just Clean, Sparkling Clean

STAR ECOCLEAN // At Innovation Graphic Arts in Taiwan, goldfish splash around in the waste water from a Speedmaster CD 102. The idea behind it is good for the environment – and for the business.

Richard Kland worked as a salesman in Taiwan's print industry for 15 years. Midway through 2005, his dream of owning his own print shop came true. He named the business located in Chung-Ho City Innovation Graphic Arts and his vision for it was clear: Production should take place as environmentally friendly as possible. In addition, employees and customers should feel comfortable in the production rooms. The print shop owner wasn't concerned about its success, which he believed would automatically fall into place. Kang was right. "If you want to produce cleanly, you need modern machines," the innovative entrepreneur explains his strategy. "And if you have modern machines, you're best able to compete, and thus successful."

Successful Eco Pioneer. In Taiwan only few think like Kang. While it's true that the country can rejoice over continuously high growth rates, which the print industry profits from as well, "environmental and employee protection ideas are still more the exception," explains Kang. A lot is happening in Taiwan of course. Environmental laws in line with western standards, for example, have impacted a lot in the meantime. The majority of wastewater, however, still flows openly into the rivers and sea. Innovation Graphic Arts is an exception here, too, or better said the wastewater from the blanket wash-up system in Kang's four-color Speedmaster CD 102. First the collecting pan under the printing press' brush wash-up device is cleaned using WashStar from Heidelberg. The cloudy water then lands in the filtration system EcoClean. Next, the purified water flows into a 132 gallon (500 l.) collection basin – so crystal clear and pure that a few very attractive and above all else active goldfish have been swimming in it. The air in the pressroom is also particularly clean. A modern air circulation system protects employees and visitors from alcohol and ink vapors. Kang doesn't receive any subsidies or tax breaks for his eco investments, but that doesn't bother him, "The expenses are reasonable and also bring noticeable savings and faithful customers who like visiting us," he says with a satisfied smile.

Kang's continuous success is also worthy of an honorable mention. Fifty employees work two shifts seven days a week at Innovation Graphic Arts. The print shop produces primarily books and magazines,

predominantly four-color in an average run of 2,000 to 5,000 copies. In the fire-proof safety room, 200,000 printing plates for recurring jobs are stored, which make up about 40 percent of the 20 daily jobs handled by the company.

Less Powder and Fewer Noise Emissions. Thanks to his "green concept," Kang ranks among Taiwan's environmental pioneers. "Many Taiwanese are still primarily interested in the price of a product and not yet how it's manufactured," explains the printing visionary, who is already planning his next steps. Since dust and noise are unhealthy, powder and noise emissions are to be reduced. In this way, too, Kang is true to his recipe for success made up of consistent modernization, "Healthy employees feel better and work better. That makes customers happy and is good for business." ■



Picture from an advertisement sticker for Innovation Graphic Arts.

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