



# Excel Digital Sustainability Report

01 April 2020 – 31 March 2021

## Together, Let's Excel

A collective commitment to sustainability is needed for individuals, communities and organisations to prosper. We engage with suppliers, employees and customers to be partners with us in our sustainability journey. Together we can reduce our impact on the environment and build communities that thrive.

# Overview

## Introduction from our CEO

The financial year 2021 was a big year for Excel Digital with a lot of change and progress. One of these exciting areas has been the progress we've made in our journey towards becoming a more sustainable business.

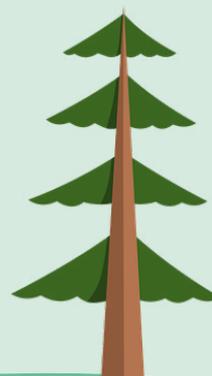
Sustainability at Excel Digital includes supporting our staff, caring for the communities we live and work in and being custodians of the natural environment. This report outlines some of our initiatives in 2021 and provides an update on where we are at in our sustainability journey.

I'm also pleased to announce that Excel Digital is pursuing chain-of-custody certification for ethical, sustainable paper sourcing and carbon reduction through Toitū Envirocare. These are two key areas that we have identified where we have made progress and create value for our customers. The vision we have is to become the most sustainable digital printing brand in New Zealand.

We see sustainability as a shared partnership between our staff, our suppliers and our customers and invite you to join with us in our journey towards becoming a more sustainable business.



Mark O'Grady  
CEO, Excel Digital Limited



## Background to report

Welcome to Excel Digital's Sustainability Report. This report covers our financial year ending 31 March 2021 and reflects our sustainability journey through that period. The purpose of this report is to provide our customers and team the opportunity to 'take stock,' celebrate the work that we have achieved together and acknowledge the progress that can still be made.

The focus of this report is on three areas: our environment, our community and our people. This reflects our view that sustainability is a holistic partnership.

Compiling this report has been a challenge due to the significant change of merging to become one business in 2019, and the impact of Covid19 in 2020. As such, the events of 2021 have become our base year off which future comparisons can be made. The figures in this report have been prepared by our team with the input of our suppliers and staff.

We are pleased to say that Excel Digital's operations have contributed to reducing impacts on the environment and have created positive outcomes for our team and the communities we work in. We would like to thank our customers who have been supportive and involved in our sustainability progress. We also acknowledge the hard work and dedication of our team who have contributed to Excel Digital's sustainability outcomes in 2021.



# Our Environment

Custodianship of our environment

TOITŪ



## Toitū Enviromark Gold

We were again certified as a Toitū enviromark gold organisation in December 2020.

Toitū enviromark was established by Landcare Research and is a widely recognised environmental certification in New Zealand. The certification demonstrates our efforts to reduce impacts on the

environment through a reduce, reuse, and recycle approach. This approach forms the basis of our Environmental Management System (EMS). We've been gold certified since 2017, and we're proud to have made progressive and collaborative efforts to reduce impacts on the environment in 2020.



## Reduce



### Reducing the use of shrink wrap

We worked with a significant customer to review the usage of shrink wrap in their product packaging.

As a result, we avoided using shrink wrap in over:

**5,000**  
customer orders



instead opting for rubber bands and reduced costs for the customer. Rubber bands are multi-use and have a longer lifespan.



### Reducing the use of our delivery van

We reduced the usage of our delivery van creating a reduction in fuel consumption. This reduced fuel consumption for the delivery van by around **59% compared to the previous year.**



### Reducing air travel

As a result of Covid-19 we changed our business travel habits opting for virtual meetings where possible rather than relying solely on air travel. **We had a 64.6% reduction** in total air travel costs with our main provider.

# Reuse



## Reusing cardboard and returning products

We created a packaging loop with specific suppliers by returning cardboard boxes to them for reuse.

This now means that after unboxing goods we send the packaging back to be used in consecutive orders. We also reviewed our use of old folders and data cases and sent them back to suppliers for a second life.



## Returning pallets

We worked closely with our primary supplier on a model to reuse pallets within their supply chain. We receive paper stock on pallets and these are now returned to suppliers for reuse.



## Reusing paper wrappers

We came up with a solution for reusing paper wrappers from packages we receive. We now use these wrappers in our own packaging giving them a second life and reducing our usage of plastic at this stage.

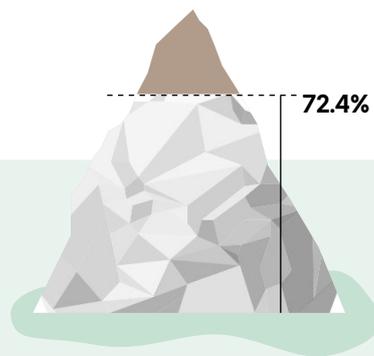
# Recycle



## Paper recycling

ramped up across the year meaning around

**29 tonnes** of paper were recycled



We estimate that recycled paper makes up around **72.4% of the total waste** we have as an organisation.



We increased the total number of bins we used in our paper recycling process **by around 24%**.



## Clear Plastic Polyethylene (LDPE 4): Plastic wrapper recycling

Most of the clear plastic Polyethylene in our business is from products we receive from suppliers. We recycled around 400kg of plastic wrapper in 2021 which is around 1% of our total waste.

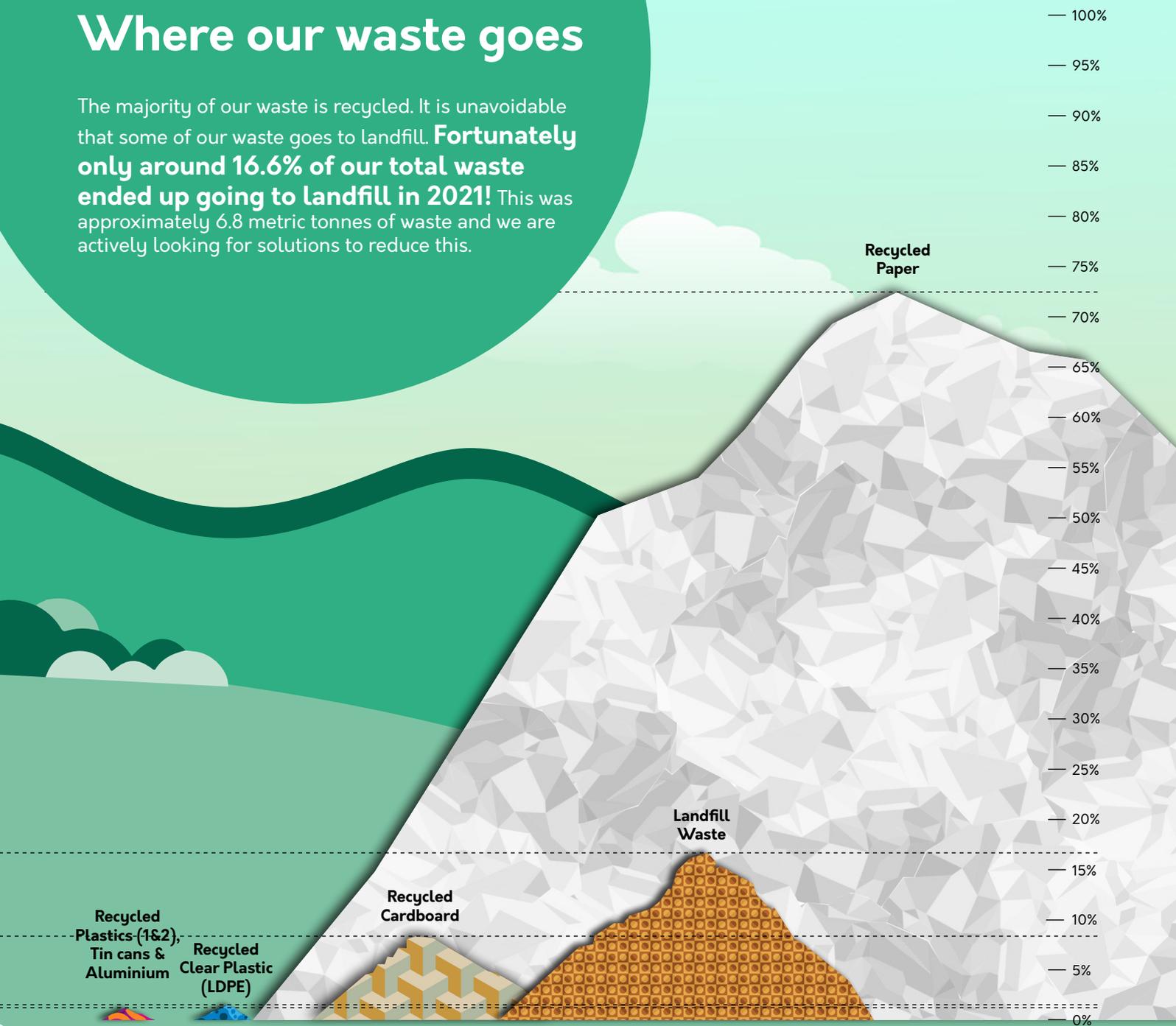


## Plastic (PET & HDPE), Tin Cans & Aluminium recycling

We recycle this waste by working with Waste Management Limited which is 1% of our total waste. We've recycled around 380kg of this waste through recycling initiatives in both our staff kitchens.

# Where our waste goes

The majority of our waste is recycled. It is unavoidable that some of our waste goes to landfill. **Fortunately only around 16.6% of our total waste ended up going to landfill in 2021!** This was approximately 6.8 metric tonnes of waste and we are actively looking for solutions to reduce this.



## Amount of estimated waste in metric tonnes

	Recycled Paper	Recycled Cardboard	Recycled Clear Plastic (LDPE)	Recycled Plastics (1&2), Tin cans & Aluminium	Landfill Waste	Total
Total in metric tonnes	29.7	3.6	0.5	0.4	6.8	41.0
Percent of total	72.4%	8.9%	1.2%	0.9%	16.6%	100%



# Focus areas moving forward in FYE 2022



## Chain of custody certification

We're working towards chain-of-custody certification for forestry products and have partnered with Pinnacle Consulting to help establish our system for chain-of-custody accreditation.



## Enviromark Gold

We have an ongoing focus on environmental management through the Enviromark programme. This includes setting yearly objectives which are worked towards and reported on at a management level. The programme is externally audited on a yearly basis.

## Committed to carbon reduction

We're working closely with Toitū Envirocare as part of their Carbonreduce programme.

This involves measuring, monitoring and reducing our greenhouse gas emissions to align with ISO-140064 standards. Our goal is to be a carbon neutral organisation by the end of 2022. We are working towards reporting on our carbon emissions and working with customers to unlock what this means for them.



Measuring



Reducing



Offsetting

# Sustainability Case Study

Partnering with our customers

## Situation

In 2020 we worked with one of New Zealand's largest Industry Training Organisations on a shared sustainability challenge. The organisation was sending separate packages to multiple school locations across New Zealand throughout the working week. Together we consolidated their parcels so that parcels were sent less often, reducing freight and avoiding plastic shrink wrap of their products.

## Key outcomes

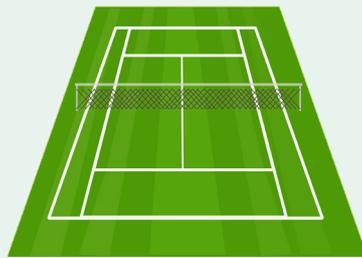
### Eliminating use of plastic in packaging

We moved from individually wrapping orders to rubber banding consolidated orders. In doing so we avoided using

**21 kms**  
of plastic shrink wraps

This was approximately

**16** tennis courts of shrink wrap!



### Parcel consolidation

Together we automated parcel consolidation resulting in a 17% reduction in parcels and a 17% reduction in freight cost.



## Partnering with customers

Please reach out to our team if you have a sustainability challenge you would like us to help you with.



# Our Community

Supporting the communities we live and work in



## Community Sponsorships

Supporting the communities we live in and the industries we work with is one of the ways we can give back. In FYE 2021 Excel Digital was pleased to support the following initiatives with sponsorship:

- Beyond The Green golf day fundraiser for Child Cancer Foundation
- New Zealand Open Dance Championship
- Alzheimers New Zealand Move for Dementia Day
- Wellington Chamber of Commerce Golf Day
- Hair Industry Training Organisation annual awards
- Franchise Association of New Zealand Summit 2020
- Fundraising Institute of New Zealand Conference 2020
- Charity Easter colouring books with Harcourts Team Group

# Our People

Caring for, supporting and building our people



## Staff wellbeing

We aim to have a positive, healthy workplace which values and supports staff. Over the last year our activities were largely around social wellbeing, staff training and development including:

- Monthly all company meetings followed by morning tea
- **Organisation 'first birthday' celebrations**
- End of year staff barbeque
- New year function
- Monthly training for office staff
- On-going personal training and development for individual staff members



## Focus areas moving forward in FYE 2022

We are now expanding our programme to include an employer funded programme for staff wellbeing. This will be available to all staff from June 2021. **We've partnered with EAP services** to deliver this programme with a focus on the mental and emotional wellbeing of our team.



## Health and Safety

We take pride in our Health and Safety efforts as an organisation. Our health and safety system is audited yearly as part of the Toitū Enviromark programme.

# 6 membership organisations in 2021:

We are active supporters of the industries and communities we work within. Excel Digital is pleased to be a paying member of the following 6 membership organisations:

## Print NZ

We are members of Print NZ, the national print industry association. Mark O'Grady our CEO is on the board of Print NZ and we are great supporters of the work they do advocating for our industry and encouraging vocational education.

## Franchise Association of New Zealand

We are affiliate members of the Franchise Association of New Zealand and regular sponsors of their events.

## BNI

We have been members of a local BNI chapter for many years and meet weekly with them for networking and connecting with business owners.

## Business Central and the Wellington Chamber of commerce

We have been members of Business Central and the Wellington Chamber of Commerce for over 6 years and support them with event sponsorship each year.

## Toitū Envirocare

Our relationship with Toitū began in 2013 and we are members of both their Enviromark programme and Carbonreduce programme.

## Fundraising Institute of New Zealand

We are members of the Fundraising Institute and are a regular sponsor of their events.



# Organisations we partner with

We would like to thank the other partners in our sustainability journey:

## FUJIFILM Business Innovation New Zealand (formerly Fuji Xerox)

Our partnership with FUJIFILM has been a long-standing partnership of over 30 years. FUJIFILM has environmental certifications in Ministry for the Environment Accredited Product Stewardship Scheme, ISO 14001:2015, and Environmental Choice Eco-Labeling. They are key partners with us in product production and recycling toner waste.

## NZ Post

During the past year we changed our courier provider to NZ Post, sharing their vision for a carbon neutral New Zealand. NZ Post is a Toitū carbonreduce and Enviromark Gold certified organisation and committed to electrifying its fleet.

## Oji Fibre Solutions

We partner with Oji Fibre Solutions for recycling paper and cardboard. Oji Fibre Solutions is accredited for Forest Stewardship Council (FSC) and Programme for the Endorsement of Forest Certification (PEFC).

## Waste Management Limited

Waste Management is our other recycling partner. They help us manage our plastic, aluminium, tin cans, and general waste. This waste is largely from kitchen spaces and our factory.

## BJ Ball

BJ Ball are one of our key providers of paper and we work with them to source paper from ethical and sustainable sources. They are a certificated organisation for Forest Stewardship Council (FSC) and Programme for the Endorsement of Forest Certification (PEFC).

## Toitū Envirocare

We partner with Toitū Envirocare for our Enviromark Environmental Management System which forms the central part of our reduce, reuse, and recycle programme. We are also partnering with Toitū Envirocare for carbon reduction.

## Pinnacle Quality

Pinnacle Consulting provides consulting services to Excel Digital and is helping us towards chain of custody certification and guiding us in ethical and responsible sourcing.

