



Canada Post

SUBMISSION FOR THE ENVIRONMENTAL PARTNER AWARD



Submitted to: Partner Program (partner.program@canadapost.ca)
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As leaders in the direct mail industry Marketing Kitchen is committed to sustainability and continually evaluates our processes and practices in 3 main categories: Energy – Material – Production Processes. Marketing Kitchen is committed to minimizing the creation of greenhouse gas emissions by employing energy-efficient equipment and processes.

While we think that each one of our environmental initiatives is important, we believe that what sets us apart is our comprehensiveness, from large scale investments such as our KM1 printer and our two Powerfoil industrial ceiling fans, and replacing 235 incandescent light bulbs, to our thoroughness, in finding creative ways to reduce the use of plastics in the workplace and encouraging environmental practices by our employees inside the company but also in their day-to-day lives.

We are pleased to present our initiatives for your consideration for the Partner Environmental Award.

New and Improved Production Equipment

Production Equipment Improvements:

Marketing Kitchen purchased two important pieces of equipment in 2019, the KM-1 UV Ink-jet press and the BB700 inserter.

The **KM-1** is a totally new and unique piece of equipment that allows for the reduction in print costs and the elimination of waste for many programs. This equipment makes it possible to digitally print many jobs that would normally get litho printed and then black lasered. The low cost of digital colour printing compared to toner-based lasers printers make it possible to digitally print more projects cost-effectively, eliminating the additional energy used to have any spoilage and the need to run the paper through two printing processes and also reduces the trucking required to print litho sheets outside and then bring them into our facility.

- ✓ For the past 12 months, we estimate that this has eliminated this extra step for about 150 mailings per year or about 1.2 million pieces of mail (mail quantities of approximately 5,000 to 20,000 each).

The **BB700** makes it possible to insert mail pieces at up to 10,000 pieces per hour and inserts up to 9 x 12 envelopes with video matching. Marketing Kitchen pre-orders thousands of 9 x 12 window Enviro 100 envelopes to make it affordable and time-efficient for mailers to send out year-end reports in envelopes rather than in polybags. Having these ready for imprinting saves mailers from the lead time to convert window envelopes and allows them to mail on time without using single-use plastics in poly bags.

- ✓ For the past 12 months, we estimate that this has eliminated the need for polybag plastic for about 15 mailings or about 230,000 pieces of mail.

Modifications to New Space to Reduce Energy Use

When Marketing Kitchen moved into a new facility in 2019, we retrofitted all of the lighting in our 40,000 square foot facility by **replacing 235 light fixtures** in both the office and warehouse, eliminating incandescent lighting and all-metal halide lamps.

Marketing Kitchen installed two Powerfoil 8 - 24 foot span overhead fans for year-round heating and cooling energy use reduction of up to 30% and providing a much more comfortable production floor working environment.



A top-of-the-line Kaiser Rotary Compressor was installed and drastically reduces energy use and costs from using less efficient piston compressors.

Marketing Kitchen is Bullfrog Powered since 2017.

Production Processes

Material – Marketing Kitchen uses responsible materials with recycled or proven responsible content. Marketing Kitchen only orders and prints on FSC and SFI approved paper. We re-use boxes as much as possible and do not use excessive shrink-wrap. Marketing kitchen investigated the possibility of recycling shrink-wrap, however it seems that this is not longer an offering (this is tied to the lower cost of petroleum).

Processes - Work closely with clients and suppliers to find the most environmentally responsible and cost-effective way to meet each project's specifications and campaign specifications.

Environmentally Responsible Print Production – Marketing Kitchen's KM-1 variable inkjet colour printer is print on demand, which reduces our need to offset print preprinted shells. As a result, there are no negatives or plates required. It enables the production of printed matter in just the quantity needed at the time, which reduces the environmental impact by minimizing waste.

Marketing Kitchen actively promotes advanced **address cleansing** – using address accuracy and correction, Marketing Kitchen recommends running national change of address (NCOA) regularly and encourages mailers to use Return Postage Guaranteed to actively update addresses and reduce undeliverable mail. Also, they promote householding duplicate elimination where clients mail one piece to each address. All of these strategies aim not only to increase ROI for campaigns but will reduce waste.

Environmentally Conscience Culture

Marketing Kitchen reduces waste wherever possible and recycles or responsibly disposes of all paper and cardboard waste, plastic waste, shrink wrap, wooden pallets, and electronic assets, including batteries, computers, and monitors.

When Marketing Kitchen was smaller, it wasn't viable to have commercial recycling pick-up for bottles and cans, so recycling was collected and then brought to the recycling plant by warehouse staff every few weeks. As Marketing Kitchen got a bit larger, an employee took the initiative to find a cost-effective solution for recycling pick-ups and that system is now in place.

Marketing Kitchen encourages all employees to responsibly dispose of their personal batteries by providing a central drop them off at the office, and Marketing Kitchen looks after delivery to the appropriate facility.

Marketing Kitchen provides each new employee with a reusable water bottle and has banned one-time water bottles in their office. There are filtered water dispensers in both the office and the plant.

The décor and facilities for employees and meetings are top-notch, including a well-equipped kitchen and a bright and comfortable space to prepare and eat lunch: it looks more like a café than a cafeteria. Not only does the physical workspace have a significant impact on the well-being, mental health, and productivity of workers, but it also reduces waste. This space and amenities encourage employees to prepare lunches on site or to bring lunches in from home in reusable dishes rather than picking-up or ordering in fast-food (with lots of paper, plastic, and Styrofoam waste) too often. Marketing Kitchen uses real dishes and cutlery for lunch meetings to avoid disposable dishes.



The facility is kept spotless by cleaning staff but also by all employees who have grown accustomed to enjoying such a pristine workplace. To reduce paper towel, cloths are available for use by all staff and are then gathered in receptacles for washing on a weekly basis.

Marketing Kitchen encourages staff to work from home when their job function permits thus reducing carbon emissions, but recognizing that there are times when driving to the office is crucial, offers free onsite tire exchange in the spring and fall for all employees. Eliminating many trips to tire garages and making it easier and more affordable for employees to have safe and appropriate tires for Canadian weather.

Looking to the Future

At each stage of development in the past 6 years in business, Marketing Kitchen has looked to improve and make a difference. Although there have been many environmental initiatives, they have been ad hoc somewhat informal in nature. However, just like larger businesses, Marketing Kitchen recognizes that companies of all sizes can have very significant benefits from adopting formalized and measurable sustainable business practices. Marketing Kitchen already values sustainability into its core and is beginning to evaluate the feasibility of creating formalized procedures, specifically with measurement. To that end, Marketing Kitchen has joined the Sustainable Mail Group (SMG). SMG comprises interested industry members, including Canada Post, large users, mail service providers, and industry suppliers. Marketing Kitchen expects that this will be an excellent forum to provide leadership, learn more, and find ways for small to medium-sized businesses to track and quantify Environmental and social performance.