

Case study



APN Print

APN Print is one of the largest printers in New Zealand. Part of APN, the Australasian media organisation, the print division has five New Zealand sites that are taking part in the Enviro-Mark[®]NZ programme. Ellerslie-based APN Print Auckland currently has Enviro-Mark Silver certification. Enviro-Mark Programme Manager, Charlie Bartlett talked to APN Print General Manager, Dan Blackburn (pictured below) about their EMS journey.

What has been the key to the success of your environmental management system?

A key to our success is that the processes we had in place prior to joining Enviro-Mark put us in a good position to progress to certified recognition of what we are controlling and putting back into our environment. We are striving to ensure we are doing everything within our power to minimise the effect we have on the environment.

What has been the most challenging aspect?

Not knowing what was to come as we embarked on the process would have been the most challenging aspect. It was quite daunting at the start knowing what we wanted to achieve but not really knowing where the journey would lead us. With the Enviro-Mark approach, the process has been easier than we anticipated.



Enviro-Mark[®]NZ Silver:

assessment of risks and a commitment to environmental management.

Enviro-Mark Silver certification means that an organisation:

- Has identified and evaluated the significant environmental aspects and impacts of its activities, products and services;
- Has produced an environmental policy statement;
- Is fully compliant with New Zealand's most common and widely applicable health and safety and environmental legislation.

"You need to start now."

"Enviro-Mark has been a great help Without the knowledge of Enviro-Mark staff we would have continued the way we were doing things hoping they were right."

What advice would you give to anyone else starting out on the EMS journey?

You need to start now! Legislation in some form or another will dictate that manufacturing plants are certified when it comes to anything being put back into the environment that could be harmful in one way or another. It is better to take the initiative and work in your own time to get a credible environmental management system in place, rather than wait and then have dramatic change forced upon you.

How has the Enviro-Mark programme assisted?

Enviro-Mark has been a great help. The process highlighted some areas where our plants had to improve or tighten up process. Without the knowledge of Enviro-Mark staff we would have continued the way we were doing things hoping they were right.

What value does Enviro-Mark certification provide APN Print?

We are able to show our clients that we are taking our environmental policies and commitment to the environment seriously. It is also good to show our staff that the process of what we do does not just end when they have completed their work but is ongoing. This will assist in providing a cleaner and greener environment for their next generations.

For further information:

APN Print

Ph: 0-9-526 9400

E-mail: dan.blackbourn@apnprint.co.nz

Enviro-Mark[®]NZ

Ph: 0800 ENMARK (366 275)

E-mail: enviro-mark@landcareresearch.co.nz