

Quad/Graphics

The Wisconsin Environmental Working Group and WMC have recognized Quad/Graphics as a 2008 Wisconsin Business Friend of the Environment Award Winner. The award recognizes companies that have demonstrated leadership in environmental protection.



Environmental Protection ...
Wisconsin Industry
Demonstrating Leadership.

Quad/Graphics

By doing things differently and better for more than 35 years, Quad/Graphics has grown from its humble beginnings in rural Pewaukee into the largest privately held printer in the world today. With 12,000 employees and \$2 billion in annual sales, Quad has remained focused on environmental and social concerns since 1971. As the company grew, their commitment to recycling, reusing and minimizing waste and pollution became engrained in their culture. Going green is not an option; it's a way of life for Quad/Graphics.

Maintaining the essential balance between environmental stewardship, social responsibility and economic viability requires innovative thinking, a balanced approach and a long-term perspective. Quad/Graphics achieved some truly remarkable outcomes based upon their continued effort to minimize environmental impacts associated with their business operations.

To reduce air emissions, Quad/Graphics installed integrated thermal oxidizers on 10 high tech presses, dramatically minimizing the need for natural gas. This resulted in 45% less natural gas usage per page, while achieving a 99% cleanup efficiency. Quad reduced air emissions from their web offset pressrooms by 71% between 1989 and 2007 despite a 173% increase relative to output.

Quad/Graphics has exceeded federal requirements for controlling hazardous air pollutant emissions. In 2006, the solvent recovery systems in their gravure pressrooms averaged more than 99% efficiency, which is considerably above the Maximum Available Control Technology (MACT) standard of 92% required by the EPA. The total air emissions were reduced 83% between 1989 and 2007 despite a 1,308% increase in output.

As the first printer in the nation to join the EPA SmartWay partnership, Quad/Graphics has reduced greenhouse gas emissions, fuel consumption and air pollutants from fleet vehicles. Estimated reductions for 2007 include 12,500 tons of carbon dioxide, 59 tons of nitrous oxide and 1 ton of particulate matter. Compared with an identical fleet without these modifications, Quad's efforts equate to reduced carbon dioxide by an estimated 42%; nitrous oxide by roughly 79%; and particulate matter by about 48%.

Since 2000, Quad/Graphics' energy consumption is down 17% per printed page. In 2003, they completed a retrofit of all production area lighting fixtures. The new high-efficiency fluorescent lights burn 50% brighter but consume 50% less energy. As a result of this project,

Quad saves approximately 4.3 megawatts of electricity annually, which is enough to power approximately 3,135 homes, and prevented the emission of more than 28,000 tons of CO₂ – the equivalent of planting 6,903 acres of trees. Quad/Graphics also purchases 1.2 million kilowatt hours per year of renewable "green power" to further reduce their carbon footprint.

To promote sustainability, Quad successfully reduced water consumption by 34% at their 2 million square foot plant in Lomira. The company achieves a corporate average recycling rate of solid waste of 98.5%. Materials collected for the recycling marketplace include paper and fiber, fluorescent lamps, co-mingled containers, metal, plastic, wood and concrete. Continuing to go the extra mile, Quad/Graphics announced earlier this year that it intends to be the first printer of its kind to have all 10 of their manufacturing sites designated as green buildings by the U.S. Green Building Council's LEED program.

For more information on pollution prevention efforts at Quad/Graphics, please contact:

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For more information on how your company can benefit from environmental protection programs, please contact:

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