“Earth Day - 2010”

By David Callif, President of BCM INKS

Today is the 40th anniversary of Earth Day. Who would have thought 40 years ago that Earth Day would become more than a day long event but a movement? Who would have thought that Earth Day would grow from concerts and speeches on the National Mall in Washington, DC to a global celebration? Earth Day inspires awareness and appreciation for the environment. It represents an opportunity for young and old, and politicians and citizens to come together for a common good.

What does this have to do with you? Everything!! According to Mintel's, a research company, latest report on green living, the environment remains a concern for the majority of Americans. More than one third (35%) of survey respondents say they would pay more for "environmentally friendly" products (Packaging World, March, 2010). In addition, led by retailers such as Walmart, Home Depot, Target, etc. and consumer product companies such as Procter & Gamble, Kraft Foods, Coca Cola, PepsiCo, etc. "green" awareness increases daily.

Walmart has taken a unique approach with their Sustainable Packaging Expo in Rogers, Arkansas. This April, Rob Callif, BCM's VP, Scott Miller, BCM's Sales/Technical Director, and I were invited to participate in Walmart's 5th Annual Expo and the third Rob and I have attended. Its purpose is to expose Walmart buyers and their vendors to what's new with the 7 R's (Remove, Reduce, Reuse, Renew, Recycle, Revenue, and Read). I was also invited to the Sustainable Value Network (SVN) meeting the day after the Expo.

Take aways from the Expo/SVN meeting were as follows:

1) The Scorecard is NOT going away. Walmart only wants to work with suppliers who...
understand the importance of measuring and reducing their environmental impact.

2) Walmart's goal is to reduce its global carbon footprint by 20 million metric tons by 2015. An article entitled “Wal-Mart Reaffirms Sustainability Requirements for its Suppliers Are You Prepared?” can be found at www.renewablechoice.com. In addition, ConAgra Foods, manufacturer of Healthy Choice, Hunt's, and Orville Redenbacher's announced the day before the Expo their own company wide sustainability goals for 2015. Their sustainability goals can be found here:
This is a good illustration of a committed company with measureable metrics.

3) Retail ready packaging will become the packaging of choice. Graphics will play an important role.

4) Companies are interested in how to insure consistent brand color between different printers and across all print methods. (BCM has a solution. Contact us at smiller@bcminks.com to learn more.)

5) Walmart Mexico and China have completed their pilot Scorecard programs and will launch the total program with most vendors by the end of 2010.

6) Walmart is going to start auditing Scorecard information by category for accuracy.

Earth Day occurs every year on April 22nd. If you haven't made the commitment to make your business more sustainable, now is the time. It's good for business, the environment, and the bottom line.

Regards,
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Clemson University Announces the Werner Sattler/BCM Inks Awards for the Advancement of Corrugated Print Technology

L to R: Clemson’s Dr. Sam Ingram, Jay Jacobs, TW Haragas, Dave Smith, BCM’s Dave Callif, and Clemson’s Kern Cox
Clemson University held its annual Graphics Communications Banquet and Awards night on Thursday, March 25th. BCM Inks was pleased to award 3 scholarships in memory of our late Technical Director, Werner Sattler. The awards were presented to Dave Smith, Jay Jacobs, and TW Haragas for their outstanding interest and skill level in graphics communications.

BCM has awarded over 60 scholarships since the first award in 1994. It is our pleasure to be associated with Clemson University and to promote direct print graphics.

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