

Alonzo Printing

HP supports environmental commitment to printing, people, and planet



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—Jim Duffy, President, Alonzo Printing, Hayward, Calif.

HP customer case study: Alonzo Printing, HP team up to improve environmental sustainability

Industry: Printing

Objective:

Run a successful business while reducing environmental impact and workplace hazards

Approach:

Improve own manufacturing processes, recycle, engage with supply chain, and collaborate with HP

Improvements:

- Reduce paper waste
- Use recycled paper
- Eliminate use of solvents
- Recycle ink cartridges

Business benefits:

- Align business practices with environmental commitment
- Meet increasing customer demand for environmental responsibility
- Generate income from recycling
- Reduce costs with operational efficiencies and reduced consumption

The message is clear in the company's logo: “Alonzo: Print. People. Planet.” It's more than just words. The San Francisco Bay Area printing company for two decades has worked with its employees, customers and vendors to save trees, reduce waste and eliminate toxins from the workplace. In achieving this vision of environmental responsibility, it's found a committed ally: HP.

“I'm not a hippie, I'm a business person,” laughs Jim Duffy, President of Alonzo Printing. “Saving our resources is the right thing to do; a lot of people are starting to realize that and HP has known it for years. Ultimately, it's also a good business decision; if you do things correctly, you're going to save money too.”

A passion for the planet

Alonzo Printing is a 45,000 square-foot shop with its own printing, bindery and direct mail fulfillment operations. Its customers—which include nonprofit organizations, publishers, unions, print brokers, cities, counties and educational institutions—are growing more environmentally conscious in their buying practices, Duffy says. He traces his own passion to protect the environment to 1987, the year landfills were approaching capacity and recycling as we know it today was born. Since then, Duffy has worked to build a more sustainable supply chain, increase his shop's operational efficiency, and create a safer workplace. Through alliances with paper manufacturers and its commitment to the environment, 92 percent of all papers used contain recycled content and post-consumer waste. In 2007 alone, the company estimates it saved 17,000 trees and avoided greenhouse gas emissions equivalent to taking 200 cars off the road. By upgrading its press plates, printers and ink sources, Alonzo improved the

Customer solution at a glance

Primary applications

Commercial printing

Primary hardware

• HP Indigo Digital Press

HP Services

• The Digital Solutions Cooperative (Dscoop)

consistency, efficiency and productivity of its manufacturing processes to save water and greenhouse gas emissions. Switching to lower impact inks and cleaning products, Alonzo eliminated the risks of exposure for the workplace and reduced the use of chemicals that produce greenhouse gas emissions.

In 1997, Alonzo became the first printer to be certified as green by the Alameda County Green Business Program. Duffy serves on the organization's steering committee and participates in numerous community environmental initiatives. He also engages his vendors and suppliers to think green. "I challenge them to think of ways to make their products and processes more sustainable," he says. "If I'm doing business with you, I want you to be acting responsibly toward the environment."

Partnership with HP

In 2007, Alonzo's 10th anniversary as a certified green printer in Alameda County's Green Business Program, Alonzo acquired its HP Indigo Press 5000. The digital process eliminates the use of solvents, Duffy notes, and saves paper by eliminating the need to run test sheets, make-ready or overage. The press produces instant proofs on almost any paper, he says, as well as "incredible" color and registration. "The HP Indigo Digital Press provides short-run print, personalized messages and high-quality digital print using recycled papers and liquid ink technology, not toner," Duffy says. "It saves time and resources, and produces output that looks and feels like traditional print."

Duffy notes that HP is continuously improving the environmental profile of its new models. The HP Indigo 7000 Digital Press, for example, reduces power consumption by 25 percent compared to previous presses. Its imaging oil recycling system enables a reduction of approximately 50 percent in imaging oil consumption and waste. Longer-lifespan consumables generate less waste. Duffy has also innovated his own ways to cut waste. He found out what he needed to do for a recycler to take the empty HP Indigo ink cartridges and recycles them—earning a bit of money in the process. He also reuses the heat from his HP Indigo Digital Press to warm his shop.

Contact the HP Reference2Win Program, 866-REF-3734 for more information.

Sharing ideas, doing better together

Duffy recently discussed his sustainability ideas with HP at a meeting of The Digital Solutions Cooperative. Dscoop is a dynamic, user-driven community of HP Indigo Press owners. With HP support, users and their sales, marketing and production teams work together to improve their print business and the backbone technology of HP Indigo's digital solutions. Duffy is a strong advocate not just of environmental technical advancements, but also of ways to measure and verify their impact. "It's not just about trees anymore, it's about the whole carbon footprint," he says. "How efficient are the machines in their production processes, how toxic are the materials they use, how much waste is generated, and is that waste recycled?"

Those are questions HP is asking too—and acting upon, with initiatives addressing everything from product design and recycling to supply-chain engagement and internal process improvements. A worldwide employer of nearly 200,000 persons, HP emphasizes reducing energy consumption and waste in its own operations. For example, in 2007 HP cut its total energy use approximately 4 percent. HP also works with its suppliers to reduce environmental impact, becoming the first electronics company to establish its Supply Chain Social and Environmental Responsibility Program in 2002. In product design and packaging, HP emphasizes energy efficiency and reduction of material usage. For example, all HP Business Desktop PCs and HP Workstations are EPEAT™ Gold listed according to the Electronic Product Environmental Assessment Tool. Customers may recycle products through HP Planet Partners¹, which has processed more than 300 million pounds of recycled material. HP's efforts in these and other arenas earned it recognition as one of Fortune Magazine's "Ten Green Giants" in April 2007.

Alonzo's Duffy recently linked with HP to discuss next steps in environmentally responsible manufacturing. "It was really helpful," he says. "I'm really glad HP thinks of me as someone who challenges the process to say: 'Let's work together on making things better.' If I'm a small part of the many steps HP is taking toward sustainability, then I feel I'm doing my part."

To learn more, visit www.hp.com

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¹HP Planet Partners is available in more than 47 countries, regions and territories. Check for availability in your area.

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4AA2-4984ENW, April 2009

