

‘Green’ print consultancy launched

As a child growing up, Kristina Holdorf’s European mother made the family save water by recycling into a bucket. The environmental message never went away for Holdorf, who, in July, founded environmental print consultancy Urban Fresh.

“I saw a niche,” she says, of the area causing intense business interest across many industries.

In her previous role with a paper merchant, Holdorf fielded voluminous calls from companies confused by green jargon, those looking for some guidelines, to some even wondering where to start.

She had an idea, just a few months ago, to fulfil an early dream and become a florist; but kept coming back to her knowledge base: how to be green with paper.

Thus, Urban Fresh was born.

The name sums up the consultancy’s offer: being environmentally responsible with everyday printing in everyday business life, not just on special occasions.

Holdorf says Urban Fresh offers practical, cost-effective advice to companies wanting to improve the way they buy and print paper by implementing — and here come the inevitable acronyms this sector brings — green procurement procedures (GPP) and setting up internal environmental management systems (EMS).

“Urban Fresh can offer expert advice in a myriad areas, including environmental group relations; analysing a company’s paper usage and recommending environmentally sound substitutes; looking at alternate printing methods to meet environmental objectives; paper and forest-product certifications; recycled content; environmental paper policy development; corporate sustainability — a factor of Triple Bottom Line reporting; environmentally responsible merchandising; government procurement policy and government relations.

“Businesses today are under growing pressure to change daily practices — especially when it comes to corporate social responsibility, or CSR. On the other hand, sustainability has moved into mainstream asset management, with more pressure to have transparent reporting systems regarding environmental performance. Again, this is a part of the increasingly important TBL reporting.”

Holdorf says sustainability is about providing products and services that add stakeholder value, while reducing environmental impact.

“For instance, using recycled and environmentally accredited paper stocks with ‘green’ printing methods, demonstrates — in a very tangible way — a company’s environmental commitment.”

But just as she hasn’t aligned herself with individual paper merchants, neither will Holdorf align herself with any specific printers. She will, however, continue to research both environmentally responsibly produced stocks and printers who use “green” methods.

Both are big tasks.

“Yes, I’m coming from a strong knowledge base to begin with, but things are changing all the time — R&D into the area is unceasing — so I will always need to research, and talk to my contacts, both here and overseas, to keep abreast of what’s new.”

Holdorf says Urban Fresh can implement or complement a company’s GPP and supply-chain activities, working with both the organisation and its suppliers to develop and implement “suitable greener options, while remaining cost effective”.

“Being green does not have to cost more.”

Sometimes, says Holdorf, a corporation has a green policy, but it sits in the board-room, with no one below that level either knowing of its existence, nor with the slightest idea how to put it in practice.

“Urban Fresh can help in both those areas.

“And how companies want to ‘be green’ will be individual, too. Some may want say 50% recycled content, or 100% Australian recycled content, or to print using vegetable-based inks

or to reduce their paper and printing expenditure by X per cent, while achieving green outcomes.”

And while she’s just starting to talk to more printers, to either help them with green procedures, or gain an understanding of just who has environmental policies, it’s with businesses (and government departments) outside printing that Holdorf has been busiest in the past few weeks.

“Many realise it’s inevitable — either legislatively or by consumer demand — and want to get on the front foot now.

“I say to people, some of the world's most influential companies are making major commitments to lighten their environmental impacts. What are you doing?”

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