

## Summary of carboNZero certification:



### Soar Printing Company Limited Printing Service and Printed Product

*Soar Printing Company Limited meets the requirements of carboNZero<sup>Cert™</sup> printing service certification having measured the business-to-consumer life cycle greenhouse gas emissions of its selected printing service in accordance with the requirements of PAS 2050:2008, committed to managing and reducing the emissions intensity of the printing service and neutralised the remaining unavoidable emissions through the cancellation of an appropriate number of verified carbon credits in respect of the selected printing service.*



AND

*Soar Printing Company Limited meets the requirements of carboNZero<sup>Cert™</sup> product certification having measured the business-to-consumer life cycle greenhouse gas emissions of its selected products in accordance with the requirements of PAS 2050:2008, committed to managing and reducing the emissions intensity of the product and neutralised the remaining unavoidable emissions through the cancellation of an appropriate number of verified carbon credits in respect of the selected products.*

**Introduction<sup>1</sup>** – This public declaration presents<sup>2</sup> certified information about Soar Printing’s carboNZero certified printing service and printed product. This declaration is for a carbon footprint aligned using the methods detailed in the Programme specification. The difference between the certification types is the inclusion of editorial/design phase emissions within the boundary of the printed product and its exclusion from the printing service.

**Company climate change policy** – Soar Printing is a complete, end-to-end printing services company which offers an extensive range of services that are at the forefront of the printing industry in New Zealand. Soar Printing is a leader in the revolution towards cleaner, greener printing. Soar Printing was the first printer in New Zealand to be certified by the Forestry Stewardship Council (FSC). Soar has obtained certification to print PEFC (Programme for the Endorsement of Forest Certification) papers using the chain of custody approach to guarantee customers that the paper used is from a responsible forest management program. Soar has attained the Enviro-Mark Diamond award for its environmental management system and carboNZero certification for its organisation.

---

<sup>1</sup> **Disclaimer:** This Disclosure Statement is a summary of the verified information considered for certification and the certification decision. It should not be taken to represent the full submission for certification. While every effort has been made to ensure that the information in this Disclosure Statement is accurate and complete, Landcare Research does not, to the maximum extent permitted by law, give any warranty or guarantee relating to the accuracy or reliability of the information. The product carbon footprint information disclosed in this statement should not be used to make comparisons with other products/services unless the same methodologies, scope and boundaries have been applied.

<sup>2</sup> CZPP03 template v2.0, created 07.10.2010.

## Summary of carboNZero certification:



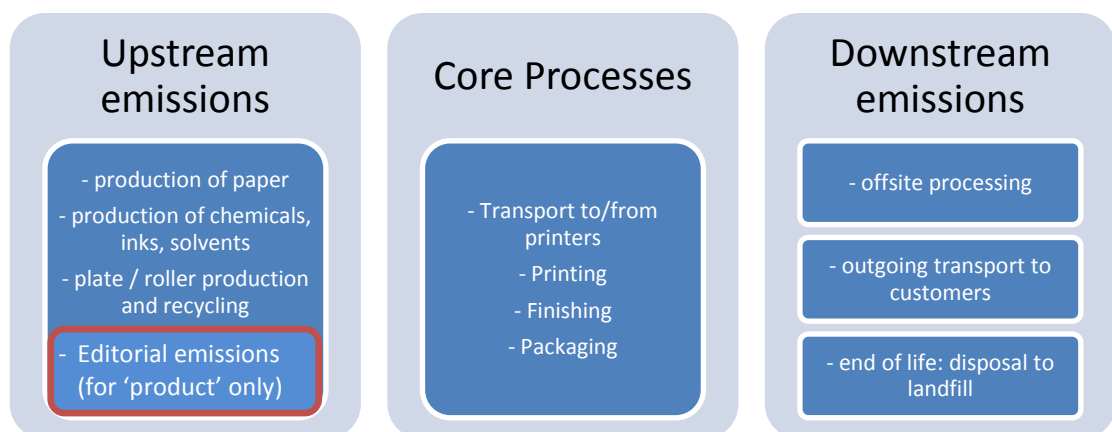
Soar Printing Company Limited  
Printing Service and Printed Product

**Product/Service description** – A printing service comprises the activities undertaken to print onto various medium. A printed product includes all activities undertaken to produce a printed document which can be onto various medium. The printing techniques that are covered under this certification are off-set and digital printing. The products for which this carboNZero Product/Service certification applies are currently annual reports, sustainability reports, corporate sustainability reports and diaries. The carbon impacts for products are developed on a per-job basis for a variety of companies.

**Functional unit** – per kg printed matter

**Scope and boundary** – the product carbon footprint is for “business-to-consumer” (B2C) (cradle-to-grave) scope.

The diagram below shows the life cycle diagram used for describing the greenhouse gas emissions associated with the printing service and printed product, and provides an overview of what unit processes were included in the carbon footprint boundary.



**Figure 2:** Emission source inclusions for a printing service and printed product

**Base period** – 01/10/2011 - 30/09/2012

**Measurement period** –01/10/2011 - 30/09/2012

**Emissions and removals** – the tables below show the GHG emissions included for each life cycle stage and Soar Printing job. During the first measurement period, this table will be updated on a quarterly basis.

## Summary of carbonZero certification:



Soar Printing Company Limited  
 Printing Service and Printed Product

**Table 1a:** GHG emissions intensity for each printing service job by lifecycle stage (kg CO<sub>2</sub>e / kg printed matter)

	Paper production	Other raw materials production	Freight raw materials	Printing	Finishing	Distribution to customers	Waste treatment	Carbon storage	Total emissions intensity	Offsets required* tCO <sub>2</sub> e	% Primary data
Sanders Design	1.55	0.14	0.00	0.19	0.04	0.00	0.38	-0.13	2.18	0.1	82
Job 2	-	-	-	-	-	-	-	-	-		
Job 3	-	-	-	-	-	-	-	-	-		
Average	1.55	0.14	0.00	0.19	0.04	0.00	0.38	-0.13	2.18		

**Table 1b:** GHG emissions intensity for each printed product job by lifecycle stage (kg CO<sub>2</sub>e / kg printed matter)

	Paper production	Other raw materials production	Freight raw materials	Editorial / design	Printing	Finishing	Distribution to customers	Waste treatment	Carbon storage	Total Emissions intensity	Offsets required* tCO <sub>2</sub> e	% Primary data
Sovereign diary	0.88	0.05	0.01	0.00	0.03	0.00	0.00	0.38	-0.13	1.24	0.25	56
Job 2	-	-	-		-	-	-	-	-	-		
Job 3	-	-	-		-	-	-	-	-	-		
Average	0.88	0.05	0.01	0.00	0.03	0.00	0.00	0.38	-0.13	1.24		

\*Offsets required have been calculated by multiplying the total emissions intensity by the weight of printed product. Emissions already offset by the paper supplier and under the “certified organisation” have been deducted to avoid double offsetting.

## Summary of carboNZero certification:



### Soar Printing Company Limited Printing Service and Printed Product

#### Exclusions –

- Editorial emissions are excluded from a Printing Service and **included** for a Printed Product. These are emissions associated with preparing the publication e.g. electricity use in writing the material, travel associated with taking of the photographs, travel of board members, editors, finance, legal staff etc.
- Capital goods i.e. embodied emissions in printing equipment have been excluded as allowed by PAS 2050.

**Data quality** – The percentage primary data for each job is provided in Tables 1a and 1b. The remaining data is secondary data.

**Emissions reduction commitments** – Soar Printing has developed a GHG emissions reduction plan for its organisation. Some projects in this plan include:

- Implementation of recommendations from an energy audit to reduce electricity spent on lighting and air conditioning by taking more advantage of natural light and ventilation, installing light motion sensors in some areas, and investigation of feasibility of a heat recovery system to take heat from machinery to heat the offices.
- Continue with motor vehicle policy of more fuel efficient cars and vans in 2011.
- Investigate the feasibility of using 10% biofuel mix in company vehicles.
- Investigate driver training and give all staff with cars monthly feedback on their litres / 100kms so they can aim to improve.
- Conduct a detailed review of what constitutes the major part of our waste to landfill and see how it can be reduced and trial composting of bio-degradable food waste.

**Offset** – 1 tonne CO<sub>2</sub>e. Tararua II Wind Power. Serial numbers NZPRE-VER-NZ-100000000000158-01012005-31122005-1712563-1712563-MER-0-P have been cancelled (or equivalent) on Markit Environmental Registry. The offset commitment is based on an average kgCO<sub>2</sub>e per kg of printed product converted to tonnes. This is less emissions previously offset by use of the carboNZero certified 9Lives paper and various emissions as Soar Printing Company is a carboNZero certified organisation. An annual wash-up will be conducted to reconcile the credits offset in advance versus the printing jobs carried out.

Below is the schedule for credit purchases:

Timing	Description
October 2011	3 months in advance
January 2012	3 months in advance
April 2012	3 months in advance
July 2012	3 months in advance
October 2012	Annual wash-up & 3 months in advance

## Summary of carboNZero certification:



Soar Printing Company Limited  
Printing Service and Printed Product

**Verified by** – Prescott Horn Limited

**Materiality** – excluded emissions do not exceed 5% of the total footprint for organisation and product boundary stated. The product carbon footprint has been pro-rated to 100% in order to determine the number of offsets required.

**Level of assurance** – Limited assurance

**Certification status** – Certified printing service and certified printed product

**Certificate number** – 2011197 (service) and 2011200 (product)

**Valid until** – 30 November 2012.

Soar Printing Company Limited, 100 New North Road, Eden Terrace, Auckland 1021, New Zealand.  
Tel: +64 9 302 9100 Email: [jenny@soarprint.co.nz](mailto:jenny@soarprint.co.nz) Website: [www.soarprint.co.nz](http://www.soarprint.co.nz)