



MANUFACTURING RESPONSIBLY

Ward Griffin, CEO The Lowe-Martin Group

LOWE-MARTIN

- ① 103-year old print and communications company
- ① Production facilities in Toronto and Ottawa
- ① 170,000 sq ft of production, 8 presses, bindery, warehousing and logistics, lettershop, ecommerce
- ① 320 employees, \$50 million



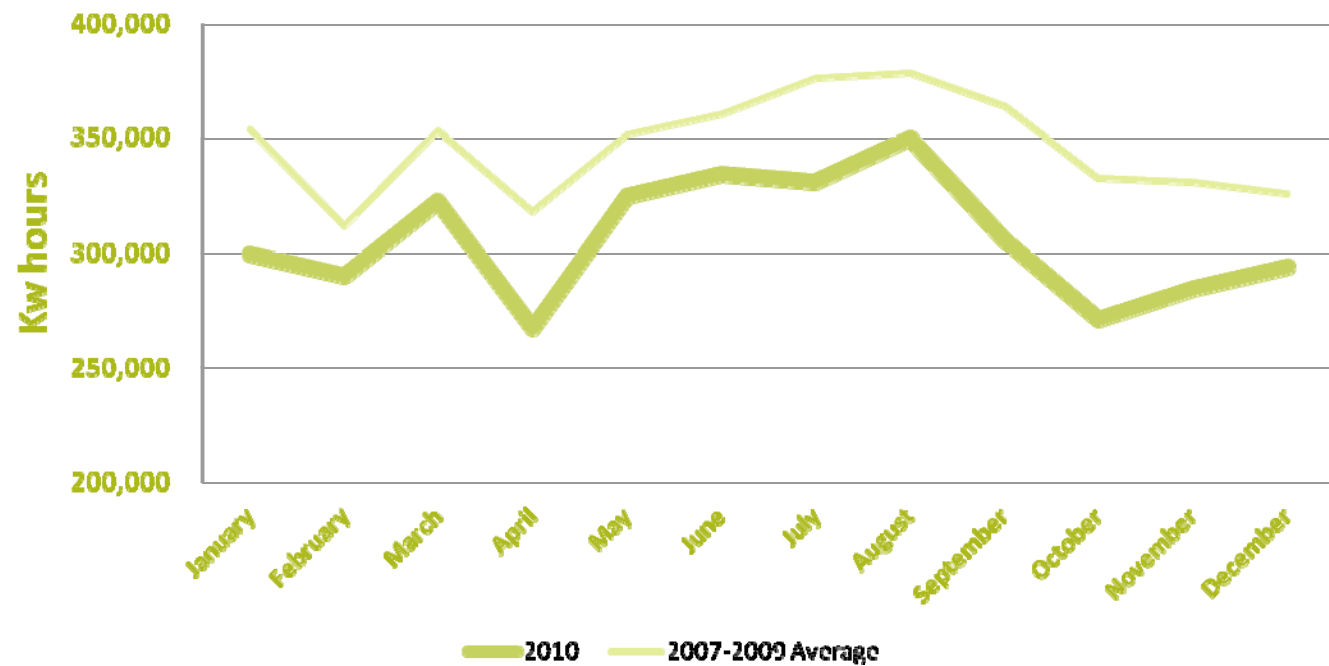
ENVIRONMENTAL CHALLENGES

- ◎ Paper: \$15 million
 - FSC chain of custody certification
 - Recycled before (20 year strategy) and After
- ◎ Chemicals: solvents, developers, Inks
 - Eco-Logo
 - Again a 20 year strategy
- ◎ Non-Paper Supply Chain
 - Buy environmentally friendly supplies/equipment
 - Include in Specifications
- ◎ Reduced energy consumption 6% to 4.96MM kWh
- ◎ Increased renewable energy from 2.5% to 15.7%



EFFECTS OF ONE CHANGE

Reduction in Electricity Consumption 2010 vs 2007-2009





CONSTANT IMPROVEMENT



WHY SUSTAINABILITY?

- ③ Fits with culture: wanting to do the right things...
- ③ For the right reasons
 - ③ Customer retention and acquisition
 - Polled our key customers
 - ③ Key differentiator for new player in difficult market
 - ③ Talent attraction and employee satisfaction
 - ③ Profitable, sustainable business



EXTERNAL EFFECTS

◎ Recognition:

- ◎ Canada's Most Environmentally Progressive Printer (Printing Awards – November 2011)
- ◎ Partners in Project Green 2010 Sustainability Award – All Manufacturing

◎ Industry Impact:

- ◎ Print buying community now asking about use of alternative energy in their RFP's
- ◎ Ottawa Print Community almost completely Eco-Logo certified



INTERNAL EFFECTS

- ◎ Impact at Lowe-Martin:
 - ◎ Increased employee awareness... strong employee satisfaction results
 - ◎ Growth of 91% in Toronto while industry saw 10% decline
 - ◎ Small price increase for sustainable power



CARBON NEUTRALITY

- ◎ Lowe-Martin Certified Carbon Neutral
 - ◎ Measure
 - ◎ Conserve
 - ◎ Mitigate... Bullfrog Power
 - ◎ Offset
 - ◎ Toronto Board of Trade Magazine



NEXT STEPS

- ⊙ Re-establish the 'continuous improvement' training program
- ⊙ Continue to work on the company's carbon footprint
- ⊙ Communicate initiatives, benchmarks, targets, achievements
- ⊙ Communicate success rates of sustainability initiatives
- ⊙ Develop a 'future-proofing' strategy
- ⊙ Update the AVL to reflect suppliers' employment and sustainability practices
- ⊙ Incorporate the PROBE findings into our operating plan





CONTACT INFORMATION

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