

SUSTAINABILITY AS A WINNING STRATEGY FOR PRINTER AND CUSTOMERS



(L-R: Remco Smit, AtéCé; Pim Nijenhof, Kodak; Norbert van Schie, Drukkerij de Bij; Patrick Hoeve, AtéCé; and Niek Holtus, Kodak)

Global KODAK SONORA Plate Green Leaf Award for Drukkerij de Bij



Amsterdam-based Drukkerij de Bij has won the 2015 global KODAK SONORA Plate Green Leaf Award, recognising the company for its environmental sustainability. "This recognition is of course nice," says Director Norbert van Schie. "It is our intention to have the least possible impact on our environment, and the nice thing about it is that our deliberately green choices often save money. Not only for us, but also in many cases for our customers too, who want sustainable printing increasingly often."

At the end of last year, Drukkerij de Bij was the first printing house in the Benelux countries to win the KODAK SONORA Plate Green Leaf Award for Europe. These awards are given out for each continent and the world champion is selected from among all the winners. The honour was conferred upon Drukkerij de Bij. "Be that as it may, we do not see sustainability as a contest," says proprietor/director Norbert van Schie. "Our primary concern is for the environment and it never ceases. Sustainability is in our genes, although it began as a form of saving. When our lighting was due for replacement, I looked in greater depth into opportunities for saving energy.

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– **Norbert van Schie**
Director, Drukkerij de Bij

This was even more relevant when our platesetter needed replacing. On that occasion we also switched to using KODAK SONORA Process Free Plates, which do away with the use of processing chemicals. In all our decisions we look at which option suits us best, with sustainability at the forefront, even if in some cases it costs more than a product which is less or not at all sustainable. Accordingly, we invested in a new transport van with a biogas power unit, boasting an immediate 70 to 80% improvement in emissions of particulates and soot. We also used sustainable paint for recent alterations to our office building, as well as having Cradle to Cradle carpet laid. We are naturally proud of our sustainable initiatives, but above all we still look at sustainability ourselves very dispassionately. As printers, it is our intention to have the lowest possible impact on our environment. Opting for sustainability can also entail saving money, not only for ourselves, but also for our customers. This brings it all together nicely."