

CASE STUDY

“These certifications are important in today’s global marketplace. The process is not that grueling, and from a business standpoint we really recommend it. It gives a business the opportunity to tell customers ‘we’ll take care of the environment and give you quality, while we recognize our long-term responsibility to Mother Earth.’”

Mary McAllister,
Maquoketa Web Printing

WHAT CAN YOUR COMPANY ACCOMPLISH?

It’s in the best interest of every business to see how they can improve and grow to meet current global standards.

Maquoketa Web Printing just set the bar a little higher for their competitors. What can you do to move your business forward?

For more information about GATC and what types of training are available for your business, visit GraphicArtsTraining.com or call Tina Berg-Boldt at (800) 967-8324.



Maquoketa Web Printing Achieves Chain of Custody Certification

Environmental impact. Sustainability. Chain of Custody. If your company is not familiar with these terms, it needs to be. *Fast Company*, a magazine dedicated to uncovering best and “next” practices, said one of the top business trends last year was ‘sustainability labels’. Labels provide information about sustainability to consumers so they can make informed choices.

Sustainability is becoming an important focal point for the progressive businesses of today. The Graphic Arts Training & Consulting Group (GATC), is committed to not only engaging in sustainable practices as an organization, but to promoting an understanding of the importance and practices of sustainability.

In the printing industry, paper “Chain of Custody” certification is a solid way to establish a company as not only caring about sustainability, but also being able to prove they do. GATC recently assisted Maquoketa Web Printing of Maquoketa, Iowa, to become one of the more progressive printing companies in the state of Iowa, and the nation.

Helping businesses find better and more efficient ways to operate is nothing new to GATC, and assistance in certification is just one way they can help. GATC brings a variety of training programs to help organizations in the graphics industry improve their processes, overall quality levels and profitability.

ABOUT CHAIN OF CUSTODY

The Forestry Stewardship Council (FSC) is an independent, non-governmental, not-for-profit organization established to promote the responsible management of the world’s forests. Sustainable Forestry Initiative, Inc. (SFI) is an independent, non-profit organization responsible for a sustainable forestry certification program that is internationally recognized and is the largest single forest standard in the world. Chain of Custody is the channel through which wood products are distributed from their origin in the forest to their end-use.

“FSC and SFI each provide a Chain of Custody certification, but most companies seek dual certification,” explained Tina Berg-Boldt, Associate Director of GATC. “Together, these entities and the Chain of Custody certification maintain the link between responsible production and consumption of forest products. Consumers and businesses can make purchasing decisions that benefit people and the environment.”

Maquoketa Web Printing sought the Chain of Custody certifications to show their commitment to environmental responsibility and sustainability, and to in turn emphasize environmentally responsible choices in the paper available to their customers.

An advantage to Chain of Custody certification is that it opens up more business opportunities to Maquoketa Web. One of the reasons companies seek out this certification is that government agencies are encouraged to use vendors and products that support sustainability initiatives. Having the certification makes companies better positioned for government and education bids.

FSC and SFI are the predominant agencies in Chain of Custody certifications. Maquoketa Web’s dual FSC and SFI Chain of Custody Certification, accomplished by meeting set standards and using other registered vendors, is strengthening both their

company's and their customer's commitment to environmental responsibility and sustainability. There are just over 900 FSC and 1400 SFI Chain of Custody certifications nationwide, putting Maquoketa Web Printing in very select company. "We really are a national company in scope," stated Mary McAllister, Business Manager for Maquoketa Web Printing. "We have long-term print customers both in the Midwest and on both coasts."

ABOUT MAQUOKETA WEB PRINTING

Maquoketa Web has been constantly evolving since R. T. Melvold started the company in the 1940's. Still a family-owned business, they've kept their roots in community journalism while branching out into catalog printing, educational and government printing, and private sector print jobs.

As an Iowa company, Maquoketa Web Printing understands the importance of being stewards of the land, so it's no surprise they've achieved the Chain of Custody certification. Maquoketa Web knew by early 2009 that they wanted to achieve that certification.

"We started the training with GATC in June 2009. We had employee training, internal audits, and an external audit, and we were certified by October 30," said Amy Luskey, ISO FSC SFI Management Representative at Maquoketa Web Printing. "It really helped that we were already ISO 9001 certified, so I had an idea of how to write the new procedures. When it was time to get everyone trained, GATC's help was a real time-saver."

GATC streamlined the process by defining what needed to be done and who had what specific responsibilities. Luskey noted that the biggest challenge in the process was getting the employees trained, as it was something that had to be done with sensitivity to everyone's schedules, but the entire team at Maquoketa Web saw its importance and made it work.

"It's more practical for the whole company to get an overview of the process, and then train to each particular person's job duties," Berg-Boldt explained. "This focus made the audit for certification go very smoothly."

"We have to tip our hat to our employees . . . they made sure we got it done," McAllister added. "It can't just be management involved in this - everyone has to see the upside of it to make it happen."

Berg-Boldt noted that when the external auditor came in, there were no findings. "The auditor said it was the best internal audit he had seen, which is a credit to Maquoketa Web and a credit to the training they received. It shows the process can be accomplished well with the right people and the right resources."

As far as customer awareness of this type of certification, McAllister said it is important to the company and important to their customers, and it singles Maquoketa Web Printing out as not only talking the talk, but walking the walk as well. "These certifications are important in today's global marketplace. The process is not that grueling, and from a business standpoint we really recommend it," said McAllister. "It gives a business the opportunity to tell customers 'we'll take care of the environment and give you quality, while we recognize our long-term responsibility to Mother Earth.'"



The multi-shift team at Maquoketa Web Printing.

FOR MORE INFORMATION ON MAQUOKETA WEB PRINTING, PLEASE CONTACT MARY McALLISTER AT (563) 652-4971 OR GO TO THE COMPANY WEBSITE AT maquoketaweb.jimdo.com.