

Company Profile:

- Privately owned Canadian printing company founded in 1961 in Toronto.
- Company size: 600 employees.
- Market presence: 70 Branches across Canada.
- Only Canadian Printing company with a separate Charitable Office.
- 2019 Canada's Greenest Employers.
- 2018 North America's most forest-friendly printer.

Canopy Blueline Assessment

Certified B Corporation Sustainability Performance Measurement

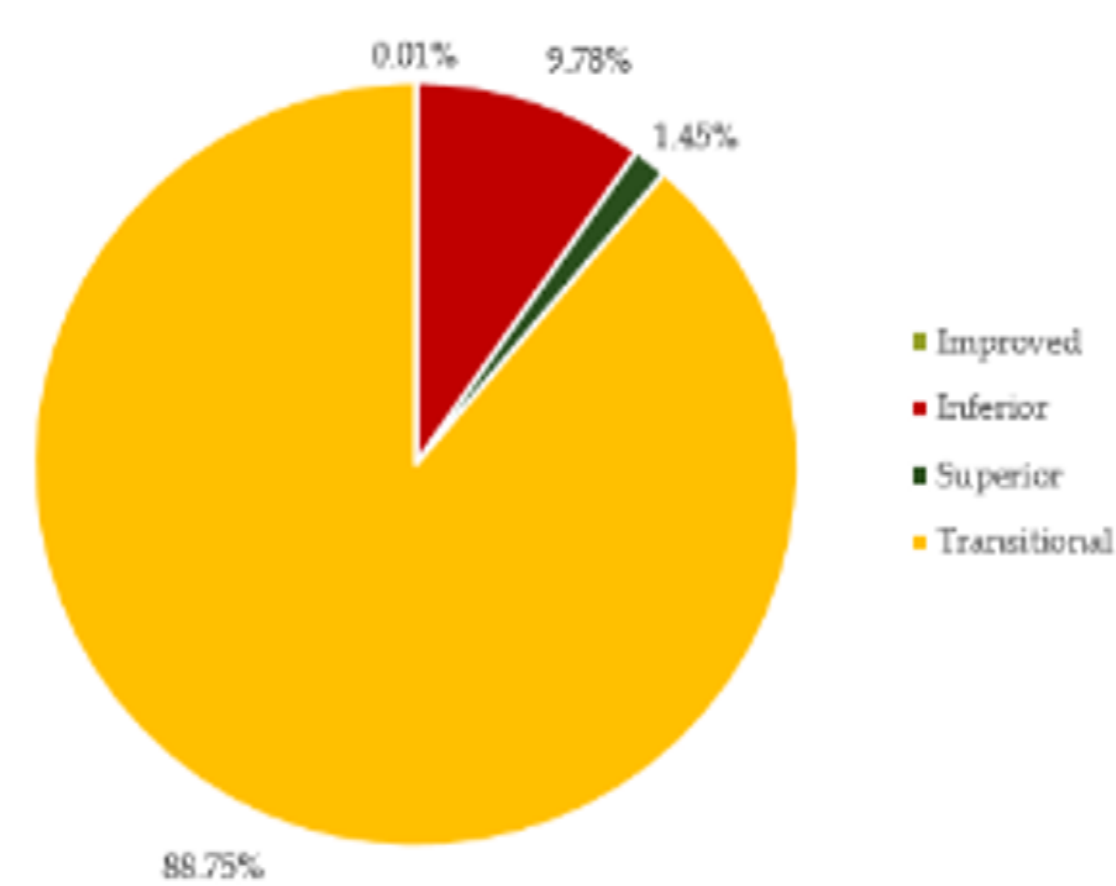
Shrink Film Case Study

Large Format Alternative

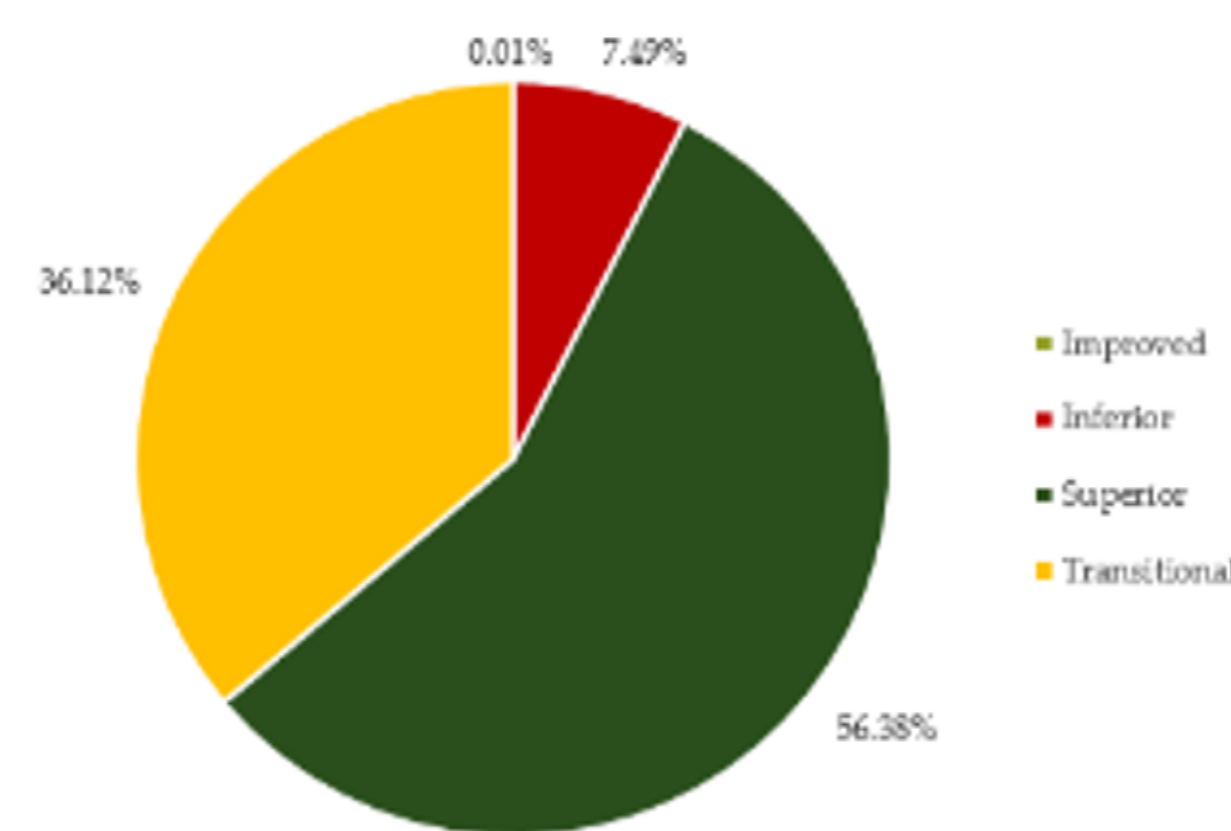
Outcome:

- Considered SDG, GRI, and B Corp as a framework to measure company's sustainability performance.
- Obtained a B Impact Assessment baseline score.
- Streamlined shrink film purchases to one supplier for cost savings and inventory management purposes.
- Initiated a conversation with a current vendor and discussed the possibility of expanding the partnership to obtain cost savings and utilize their recycling service.
- Supported paper procurement project with goals streamline purchasing standards.

2018-Year to Date



Our Opportunity



Data as of July 18, 2019



Key Takeaways:

- Once an opportunity is identified, consider the potential risks and contingencies before developing an implementation plan.
- Developing strategy requires a cross-functional collaboration across the business. Identify your allies, communicate your goals, and obtain leadership buy-in.
- Know the intended audience and tailor your communication style to their field.
- Be agile, have an open mind, and enjoy the journey. Tackling the difficult projects head-on with your team can be very rewarding!

Industry Challenges:

- Finding paper products that contains alternative fiber is still challenging.
- Most paper companies comply to the minimum FSC® certification requirements (10-50% post-consumer waste content).
- The recyclability of large plastic substrates continue to be a challenge. Alternative options are still limited based on quality, performance, and cost.



Canopy Blueline Assessment & Paper Procurement Process

