



# Making the difference

**Back in 1870** a Dutch gentleman named Lodewijk van der Grinten investigated the quality of drinking water in his home town of Venlo, ultimately developing filtration equipment to help improve it. Little did he know that a commitment to improving well-being through technology would become the hallmark of the company that he would later found: Océ.

Océ has always had an inventive, industry-leading attitude to sustainable business (see page 10 for further details) but in an era when being 'greener than green' is a core business concern, the company is taking things even further.

## Sustainable strategy

In October 2007 Océ announced a strategic partnership with Delta-Simons Shining Earth, which will see the environmental consultants work with Océ on a number of environmental stewardship issues. Detailed assessments are already being carried out in many areas of Océ's operations, including energy and waste minimisation, recycling, water reduction, transport and fuel policy, management systems, and social responsibility.

"Océ has got the environment in the DNA of its business," commented Gareth Pickles, Managing Director of Delta-Simons, "and it has stolen a march on the competition on the green agenda." The Shining Earth partnership does not end at Océ's door though – the company is ringing the changes in its quest for a more sustainable future.

## Beyond carbon neutral

When you buy Océ equipment, you know you are making an investment that will pay off for your business, but anyone who purchases an Océ VarioPrint 6000 series printer by November 2008 will be creating dividends for the environment as well. In association with Shining Earth, Océ VarioPrint 6000 printers will be certified operationally carbon positive at no additional cost to the customer.

Under the Océ Carbon Positive Plus+ initiative, any carbon emissions will be offset by 200 per cent, taking the customer beyond carbon neutral and

into carbon positive. Not only that, but customers who purchase from the range will also have the opportunity to take up a Stage One Environmental Stewardship Appraisal from Delta-Simons that will review the environmental performance of their business and suggest achievable improvements.

"We are convinced that Carbon Positive Plus+ is the first initiative of its kind in the world," said Ed Hudson, Marketing Manager, Océ Document Printing. "This will enhance our customers' ability to win work with their own customers."

## A greener tomorrow

Océ is doing its part, but what will 2008 hold for sustainable business as a whole? "The 'green bubble' isn't going to burst," Gareth predicts. "Sustainability, corporate responsibility, and carbon management are now part of the boardroom agenda." Specifically, he foresees "more regulation of the offset market" and "the consumer driving a reduction in the 'throwaway' culture". In fact, companies may find that sustainability will even affect recruitment: "Increasingly, people want to work for companies that are seen to be good corporate citizens doing their bit," Gareth points out.

Benefiting both the environment and the profit margin is the goal, and certain companies are seizing the opportunity to lead by example. Ethical business that benefits everyone. For Océ, it is the latest milestone in a long green tradition. ▶

Learn more about how Océ cares for people and planet at [www.eco.oce.com](http://www.eco.oce.com)

Océ has always been forward thinking when it comes to the environment, but in recent months it has taken its sustainability strategy beyond the ordinary

Gareth Pickles (Delta-Simons), Ed Hudson and Paul Constable (Océ UK)

