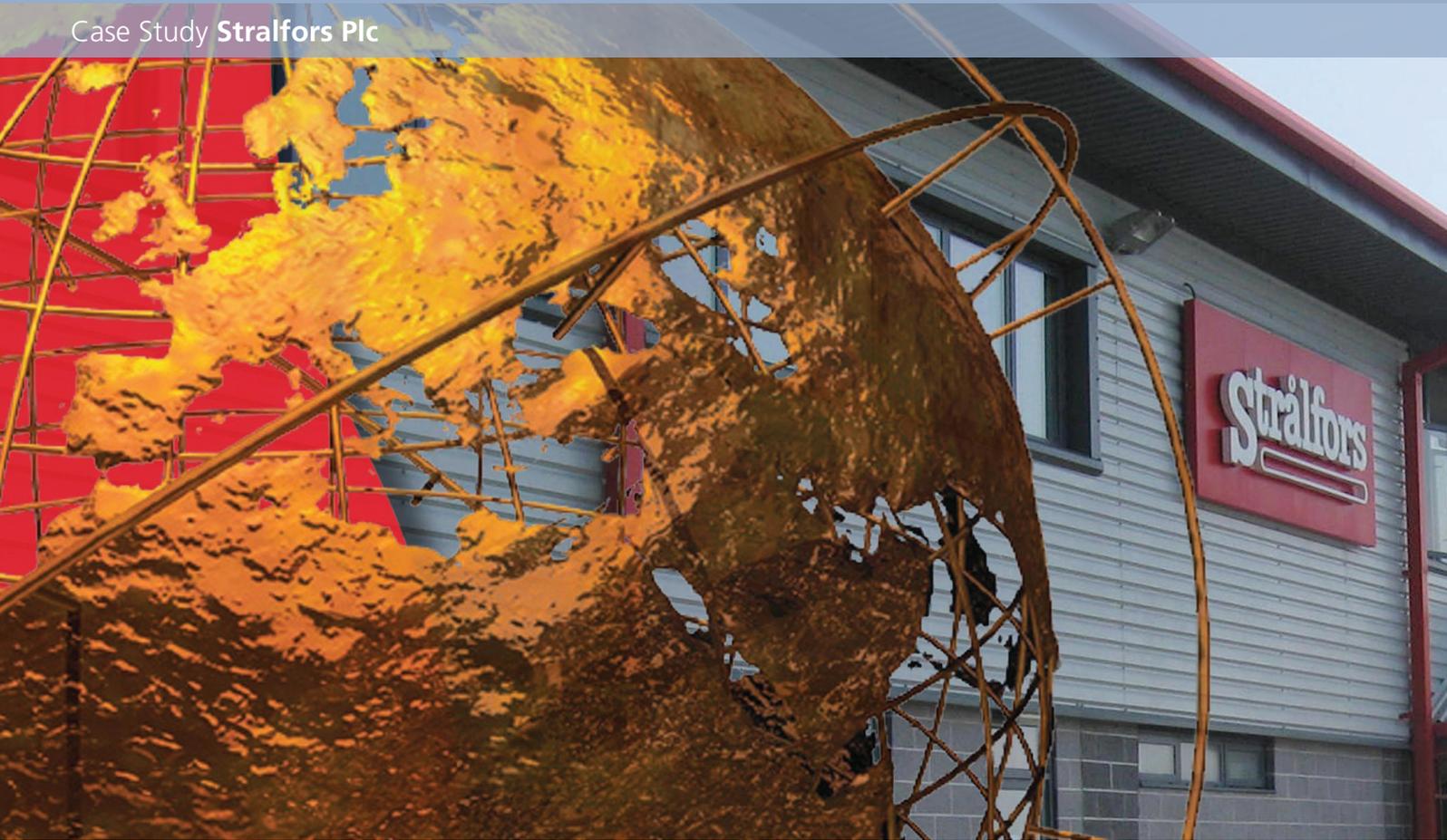


Case Study **Strålfors Plc**



# How an integrated management system saved a customer communications company £140,000 in utility costs

## Customer needs

- Offer a value for money service to customers through the identification of improvement opportunities
- Achieve corporate objectives of customer satisfaction and sustainable development
- Develop standard operating procedures and integrate UK and international operations
- Ensure the business remains compliant with all relevant legislation
- Measurable, verifiable and continual improvements

## Customer benefits

- CO<sub>2</sub> emissions reduced by a minimum of 683,700kg per annum
- Cash savings to the business of not less than £140K p.a. (based on the current cost of utilities)
- Ability to keep client facing costs highly competitive and add value to bids
- Opportunity to exploit new avenues of business

“Our business is now viewed by our clients and competitors as a best practice guide for the industry. The disciplines we have embraced to gain registration have been instrumental in moving our business forwards.”

**Rob Norwell**  
*UK Environment and Compliance Manager*



## Customer background

Stralfors, part of the Posten Norden Group, is a critical customer communication company with a print heritage. The company provides total solutions within the field of information transfer, and the efficient communication of information crucial to operating a business. The company also provides solutions in print, transactional mail, promotional and marketing mail and fulfilment (including e-mail and SMS).

## Why certification

"Our clients are becoming more and more risk adverse and certification to a range of international standards is an increasing requirement for 'doing business' with our customers," says Rob Norwell, UK Environment and Compliance Manager.

"The implementation of a common, best practice management system supports the development of our business and the integration of our UK and international operations. Legal compliance is critical to our business as is fact-based decision making. Working to a comprehensive set of requirements across a variety of standards enables us to realise our ambitions for excellence and by continually improving our business across all areas, we are able to present compelling reasons for organisations to trust us with their communications."

## Implementation

Stralfors' integrated management system has served as a robust framework through which the company can identify areas for development within its systems and processes. Careful monitoring and measurement of these elements has resulted in continual improvement with some very tangible results.

Successful projects include:

**Waste to landfill:** Between 2005 and 2009 Stralfors has reduced waste going to landfill by over 80% with a financial saving of £10,000 per annum. This has been achieved through improved education and information and by providing better opportunities to segregate waste and recycle.

**Lighting:** By reviewing its warehouse and production lighting, Stralfors now saves £27,000 per annum and 147,000kg of CO<sub>2</sub> due to the installation of a more efficient system. The new system which incorporates instant strike motion sensors and daylight dimming has an operating life of over ten years and has paid for itself in under sixteen months.

**Preservation of resources:** Rainwater is now recovered from the factory roof and used for domestic toilet flushes. The organisation is able to collect sufficient water to cover its average usage from toilet flushes (60,230 litres per year and 1,158 litres per week). Even taking into consideration fluctuating precipitation, the saving is at least 40,000 litres of water every year.

## Benefits of working with BSI

"Stralfors would not have won a number of major contract bids without certification to management system standards," states Rob. "In our industry almost all competitive tenders have ISO 9001, ISO 14001 and ISO 27001 as mandatory requirements, whilst BS OHSAS 18001 and BS 25999 differentiate us from our competition."

The simple fact is that without registration to these standards we would be rejected at the first stage of assessment by the majority of our potential clients. By focusing on our headline objectives we have been able to keep our client facing costs highly competitive, add value to bids we have made and open new avenues of opportunity.

We see our systems as a platform to move our business forward. We plan to continually review the suitability of our integrated management system, procedures, technological advances and working practices in conjunction with the demands and expectations from our customers and employees. We need to ensure that they are appropriate to the nature, scale and impacts of the company's activities, products, services and risks.

BSI is recognised throughout the UK as the leading certification body. It is exceptionally important to us and our clients that our management systems are tested and verified by such a credible organisation," concludes Rob. "Managing an organisation through a period of preparation for certification is never easy as day-to-day business must proceed whilst old processes are reviewed for validity and new ones are added to the system. This combined with applying an integrated system across two sites with distinct differences from one another has kept us all extremely busy!"

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PAS 99 is intended to encourage organisations with more than one management system to achieve a single holistic system to enable them to more effectively run their operations. To understand more about how PAS 99 can benefit your business, visit [www.bsigroup.co.uk/PAS99](http://www.bsigroup.co.uk/PAS99) or call **0845 080 9000**.



The BSI certification mark can be used on your stationery, literature and vehicles when you have successfully achieved certification.

