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“WITHOUT
FRUGALITY,
NONE CAN
BE RICH,
AND WITH
IT VERY FEW
WOULD
BE POOR.”

SAMUEL JOHNSON



There is a new way of thinking about creating sustainable businesses and products, and it rallies around an old-fashioned word—frugality.

Considered the “new environmentalism” by its proponents, frugality calls for a radically different approach to sustainability, eco-initiatives and business models. Advocates of frugality see a fundamental flaw in the typical sustainability programs businesses launch. That is, many businesses go green by focusing largely on lowering operational costs using “eco-efficiencies,” such as energy conservation, recycling or reducing production waste. Eco-efficiencies certainly help the environment, but there is a potentially damaging “rebound effect” say frugalists such as Prof. Herman E. Daly of the University of Maryland. The problem with striving only for greater efficiency in sustainability initiatives, he says, is that it often increases consumption because eco-materials go further and products →

become cheaper. For example, since automakers began focusing on fuel efficiency and increasing kilometres per litre, North American drivers have actually driven more annually, on average, for most of the past 50 years despite rising oil and auto prices. The U.S. Energy Information Administration reports the average car owner drives over 14,000 km. per year today compared with less than 6,000 km. in the 1950s, owing in part to greater operational efficiency.

The Frugal Business

The true frugalist aims for little or no ecological footprint, and consumes or produces no more than is required. Frugalists question every consumption decision, such as whether to buy a new technology when an old one or none will do. For example, buying an energy-efficient electric pencil sharpener is wasteful ecologically since a manual pencil sharpener uses no electricity.

In a business, frugality means consuming just enough to satisfy the needs of an organization and its customers. So, less is wasted because less is made because less is consumed because less is bought. Is frugality realistic, though, in a business context?

All businesses strive to make a profit, and the idea of producing and growing “just enough” is heresy to many. Hardcore frugality assumes everyone needs to go on a consumption diet, but that constrains new or growing businesses and nations, and

only favours large or established businesses and nations. There is a rebound effect in frugality, too. The classic example is meat consumption. If affluent consumers decided to stop eating meat, prices would drop. Suddenly, people who couldn’t afford meat, could now. As a result, some researchers posit a new supply-demand equilibrium would be reached at the lower prices, but consumption rates would eventually rise to previous levels or more. In the end, the environment would be no better off.

Moderate Frugality: “More With Less”

Fortunately, there are moderate frugalists who take the view that businesses don’t need to obsessively consume less, but can strive to do more with less. That is, get maximum benefit from every material consumed. “Frugal innovation,” “creative frugality,” “careful spending” and “intelligent efficiency” are some of the new catchphrases being applied to eco-initiatives, products and processes, particularly in developing nations where resources are truly scarce.

In India, for instance, a General Electric research lab has used “reverse innovation” to create a battery-powered handheld electrocardiogram machine (ECG) with just four buttons and a simple built-in printer that sells for US\$800 versus US\$2,000 for a conventional ECG unit – reducing test costs to US\$1 per patient. Other frugal products that maximize resources and minimize environmental impact are also surfacing. For example, Nokia is making mobile phones for developing nations that include a flashlight (for frequent power outages) and multiple phone books (since one phone can have several users).

IN A BUSINESS, frugality means consuming just enough to satisfy the needs of an organization and its customers.

While the concept of frugal innovation is new to most North American businesses, Canada may soon be at the forefront of this new way of thinking. In October 2011, the University of Toronto launched its India Innovation Institute – a joint venture of the Munk School of Global Affairs and Rotman School of Management. “India is probably the leader of the world in frugal innovation,” says Janice Stein, Director of the Munk School. “It’s an interesting concept for Canadians.”

The Institute will bring together teams of engineering, medicine, law, arts, and social sciences experts to look at the processes of innovation and “put them in a global perspective,” she says. Stein believes our own healthcare system could be among the first sectors to benefit from frugal innovation. “It’s probably our biggest area of public expenditure. Think about a model that allows us to deliver services and devices that would be one twentieth of their current cost,” says Stein.

By stripping products down to their bare essentials and using the latest technology, frugal innovation requires businesses to rethink processes to cut costs and sell to more customers. Some common frugal techniques to keep costs and resource use down include outsourcing, using existing technologies in imaginative ways and applying mass-production techniques to traditional business processes.

Frugality: Perhaps Not An Option

Energy efficiency and frugality may soon no longer be optional, according to a 2011 Economist Intelligence Unit research report (“The Frugal Manufacturer: Using Energy Sparingly”). In a survey of 348 manufacturing sector executives, the report foresees a future of constraints, restricted access to energy and legislative curbs on emissions.

Over 70% agreed energy efficiency is a critical success factor today and almost 90% predict it will be more critical in the coming two decades. Yet, just 40% said they have invested in energy efficiency over the past three years (with lighting systems, HVAC and water usage topping the list of fixes) and only 34% have conducted an enterprise-wide energy audit.

Why such a slow uptake? About 42% say the lack of a clear financial case is a major barrier to investments, 27% cite a lack of information about energy-efficiency options and 27% says the money isn’t there to do it. So, what will motivate them? Respondents say impending regulations, government incentives and higher fuel costs will soon push more businesses to adopt energy efficiency, along with technological innovations in production processes. In fact, 73% expect to spend more on energy efficiency in the coming three years.

Whether one chooses to be a frugalist or not, it is clear that sustainability, careful spending and energy efficiency are becoming important business drivers for both short-term profitability and long-term performance. ©



Stealth Sustainability All of us have a natural dislike of being nagged to do something, yet that is most often the type of persuasion used to encourage people to get involved in sustainability initiatives. Is there a better way to get people thinking about the environment?



There is, according to Assistant Professor Dror Etzion of the Desautels Faculty of Management at Montreal's McGill University. Appealing to our intellect and reason and citing scientific research haven't worked well as persuasive tools, so Etzion and others who work in the behavioural economics field suggest we try to make sustainability "invisible."

First, he suggests businesses need to make sustainability benefits personal and tangible. For example, he notes that organic products do not really sell because they are good for the environment, but rather because people worry about the health consequences of eating "conventional" crops. Staying healthy is a selling point that can be leveraged. Second, he suggests sustainability should become our "default" choice rather than an option. The example he cites is making CFL light bulbs easier to reach or find on shelves than incandescent bulbs. By doing so, retailers make it easier for us to make the right choices without preaching.

Third, he notes "humans are innately curious." If it is fun, we like learning and will spend time improving things. That's why, he suggests, the informative dashboard on the Toyota Prius provides drivers with "impossible-to-ignore real time information about fuel efficiency." Prius drivers know when they are not being efficient so they tend to alter their behaviour because the dashboard makes it fun and interesting to be environmentally conscious.

Finally, we often do what our peers do. For instance, one utility company sent out bills with an average rating for energy consumption in each customer's neighbourhood. Within months, customers who were "above average" reduced their energy consumption, so that they could be more like the Joneses.

Etzion says it's just "basic psychology," yet the results can be dramatic. ©



**UNISOURCE EVOLVES TO 'END-TO-END
SOLUTIONS' MODEL**

GOING GLOBAL Unisource Canada is evolving its business model to meet the changing needs of customers across the country. Unisource recently implemented a series of improvements to the customer experience and its product offerings. It also introduced a new President – Dan Barbagallo, a 30-year veteran of the packaged goods industry who has held senior positions with companies such as Ferrero Canada, Weston Bakeries and Campbell Soup Company. →

Our vision is to be *the* choice for integrated business solutions that drive customers to improved performance



Q: Dan, what is driving the changes at Unisource Canada?

DB: Change is inevitable in our industry and our business is evolving to meet industry and consumer needs for success in the long-term. From paper products to packaging, customers can expect to see more solutions-based offerings. In some categories, such as packaging, we will be leveraging our industry expertise and competencies to become an integrated end-to-end solutions provider. Our vision is to be the customer's one-stop choice for products that help improve performance and drive their growth and profitability.

Q: How is Unisource Canada improving?

DB: These improvements came about last year after a comprehensive strategic review of our company and the industry sectors we serve. In May, we began implementing a simplified organizational structure with five strategic business units across Canada that will ensure we have the right resources in the right places for all of our customers.

Previously, Unisource Canada's business units were structured on a regional basis and we saw some inefficiencies in that model that needed addressing. For instance, each region looked after several businesses, as well as various support functions and had its own set of priorities. That sometimes made it difficult to provide consistent national program support for our suppliers and customers.

Now, each of our business units is national in scope and can leverage greater economies of scale in serving customers. A national model also allows us to

Our goal is to create more intimate relationships with our customers.

more easily meet the demands of major nationwide accounts while also remaining sensitive to regional or local needs.

Another exciting change is our move to a shared services model that will permit us to tap the resources available to us from our global Unisource divisions. Many internal business support functions, from marketing to supply chain to IT and HR, will be using the significant expertise, analytical tools and innovations of Unisource Worldwide.

Q: How will this help customers?

DB: First off, with greater access to the resources of Unisource Worldwide, we can scour the planet for the best products and leverage the full organization's buying power. This is Unisource's version of going "glocal" – that is, sourcing products globally and selling the best locally.

Second, having business units with a national scope means that our suppliers and customers now have just one point of contact within Unisource Canada who can make things happen across the country. Previously, we had to coordinate among multiple regional units and points of contact. A National Account, for instance, can now rest assured that Unisource will deliver efficiently and consistently to every one of that customer's Canadian locations.

Q: What does it mean when you say Unisource Canada is evolving to be more of an end-to-end solutions provider?

DB: In the packaging sector, for example, Unisource has unrivalled expertise on everything from the equipment needed to the end-package itself. In 2012, we will be investing substantial resources to strengthen our position in "production" packaging. Unlike commodity shipping supplies, production packaging is a highly-customized

aspect of many customers' manufacturing processes. With more manufacturers trying to focus on their core competencies, which often don't include packaging, there is an opportunity for Unisource Canada to work collaboratively with these customers to deliver the best end-to-end solutions.

The development and inventory management of production packaging is a fast-growing business and we have substantial expertise in packaging design. There is also a science to maintaining product integrity during transit and an art to making the right impression on the store shelf. With our new shared services structure, we now have access to the three major packaging design centres at Unisource Worldwide and we plan to make the most of it.

Q: Are there more improvements on the way for customers?

DB: Yes, we will be introducing end-to-end solutions in other sectors as well. We will also be looking for more opportunities to work collaboratively with customers. We know that customers and vendors alike want to do more business with fewer, full-service suppliers who can reduce the costs of running their businesses. Unisource Canada is ready to take on those challenges and we want to be seen as not just suppliers but also as trusted business partners with value-added solutions.

To ensure we have superior product knowledge and an in-depth understanding of our customers' needs, we are increasing our investment across the organization in training and analytical tools to create more intimate relationships with our customers.

What is most important, however, is delivering the message that we are evolving and we're there to meet our customers' expectations with solutions.©

MAKING SUSTAINABILITY PERSONAL You and your organization can make changes today that have a real impact on our environment. A sustainable lifestyle is achieved more easily at the individual level – making the benefits of reducing, reusing and recycling at work and home personal and tangible. Here is a simple checklist you can use to encourage personal savings on energy, water and other consumables...



I WILL REDUCE

- Before buying a product, I will consider how it affects the environment, how it will be disposed, and ask: "Do I really need it?"
- I will use weather stripping and insulate my hot water heater, hot water pipes and ducts in any unheated areas to save fuel and money.
- I will seek out devices and appliances using unnecessary "standby power" (energy drawn by devices when switched off or not performing).
- I will buy "green" power bars and surge protectors that help reduce wasteful electricity drain.
- I will keep lights off during the day, when possible, and consider ways to add more natural light (e.g., skylights).
- I will set my thermostat at 20° degrees (or lower) in the winter.
- When turning on a water faucet, I will use the coolest water setting to avoid using up more heated water.
- I will fix faucet leaks.
- I will switch to cost-efficient low-flow or dual-flush toilets and shower heads.
- I will make a shopping list to minimize unnecessary single-item shopping trips, travel and fuel consumption.
- I will keep my tires properly inflated to help ensure the fuel-efficiency of my vehicle.

I WILL REUSE

- I will consider buying used products from eBay, Kijiji, thrift stores, Craigslist, classified ads, etc.
- I will borrow and share, where possible, books, magazines, movies and games with friends and family.

- I will consider donating unneeded products, such as clothes, furniture, books, eyeglasses, sports equipment, computers and cell phones to a charitable organization that can put them to work for someone else (e.g., Habitat for Humanity, "Dress for Success," etc.).
- I will rediscover my local library or its Web site as a source for borrowing the latest books, magazines, CDs, DVDs, books-on-tape and videos.
- I will create a used supplies drawer and ask fellow workers to place unwanted office supplies from work or home in the drawer for reuse.

I WILL RECYCLE

- I will replace disposable products such as razors, batteries, ink cartridges, etc. with reusable or refillable versions.
- I will consider bulk purchasing products and transfer them to reusable containers.
- I will wrap gifts in recycled wrapping paper, cloth, newspaper or other scrap pieces.
- I will learn what is recyclable and what is not (Many communities offer the information online or on laminated information cards available for free).
- I will buy recycled paper products with high percentages of "post-consumer" recycled content.
- I will buy paper sourced from responsibly-managed forests.
- I will leave grass clippings on the lawn as fertilizer, even if my municipality doesn't require it.
- I will use car washes that recycle water. ©

Sources: Global Stewards (globalstewards.org); Crunchy Money (crunchymoney.com); and Cheap Like Me Blog (cheaplikemeblog.com).

Put a lid on waste

Compact® Coreless Tissue Dispenser



Let's face it, as a nation we're more interested in protecting the environment through sustainable practices than ever before. Not a day goes by without another indication that this exciting move towards sustainability is real and is represented in virtually all sectors from coffee and cars to toys and technology. For today's facilities managers, that can mean implementing sustainable business practices recommended by the Environmental Protection Agency as guidelines known as The 3R's: Reduce, Reuse and Recycle. Also known as the "waste hierarchy," the 3R's outline waste management strategies that can have a profound effect on reducing the amount of waste generated in a facility, and can be an important element in LEED® certification.

INNOVATIVE PRODUCTS like coreless tissue, and particularly the Compact® brand of coreless tissue dispensers and toilet paper, can make a difference in reducing waste and supporting the use of recycled products.

The 3 R's of conservation and sustainability offer the following guidelines:

- Reduce the amount of waste generation.
- Reuse containers and products; repair what is broken or donate it to someone who can repair it.
- Recycle as much as possible, which includes buying products with recycled content.

These guidelines can take shape in myriad ways: office buildings might implement sustainability programs differently than a public assembly hall, for instance.

Despite the absence of a "one size fits all" sustainability program for facilities, there is one place where most buildings can assume environmental stewardship, and that's in the washroom:

SOURCE REDUCTION

The EPA considers "source reduction" as the preferred method of waste management. In the washroom, source reduction is extremely effective. It can mean reducing the amount of water used in the toilets and sinks, reducing the amount of paper used for hand drying and hygiene, and reducing the amount of product-packaging waste.

Some tactics to reduce waste in the washroom include:

- Installing low-flow toilets and touchless faucets to reduce water waste
- Installing motion sensors for lights and fans to reduce energy waste
- Installing touchless paper dispensers, which can reduce paper waste
- Using coreless tissue dispensing systems, which allow for near 100% paper usage

with little or no stub roll waste

- Eliminate waste from cores, wrappers and corrugate casing using environmentally friendly soaps and cleaning products

Compact® Coreless tissue and tissue dispensers are examples of coreless tissue dispensers. This innovation from Georgia-Pacific, hits on two of the 3 R's outlined by the EPA: Reduce and Recycle.

- **Reduce** – Compact® coreless tissue creates 95% less packaging waste per case than Georgia-Pacific standard roll bath tissue. That savings comes in the form of an outer case where a thin, polyethylene wrap replaces a standard roll's large corrugate case. Compact® dispensers also eliminate the roll wrappers and dramatically reduce the number of 'stub rolls' and cores otherwise created in the use and disposal of a case of standard bath tissue.
- **Recycle** – Compact® coreless tissue itself contains at least 20% post-consumer recycled fiber, which meets – and often exceeds – the EPA Comprehensive Procurement Guidelines

In conclusion, innovative products like coreless tissue, and particularly the Compact® brand of coreless tissue dispensers and toilet paper, can make a difference in reducing waste and supporting the use of recycled products. ©

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TOP 10
PACKAGING
TRENDS
FOR 2012

1 / SUSTAINABLE PACKAGING

This continues to “dominate the packaging landscape,” according to Downham. Sustainability, he says, has moved well beyond just using recyclable materials or reducing the amount of materials used. He suggests the eight criteria promoted by the Sustainable Packaging Coalition, such as using renewable energy to create packaging, are a good starting point for businesses looking to improve practices. Guidoni adds: “The trend toward more sustainable packaging solutions will continue to intensify, with better understanding and more widespread implementation of life-cycle analysis (LCA) metrics and methodology possibly leading to some rethinking on how ‘sustainable packaging’ is properly defined.”

2 / EXTENDED PRODUCER RESPONSIBILITY

Speaking of life-cycle analysis, Downham expects more businesses in 2012 will be thinking about “end-of-life management” for their packaging, as regulators and consumers demand manufacturers take responsibility for where and how packages are disposed. Already, several provinces have introduced “extended producer responsibility” (EPR) regulations to ensure packagers and importers take responsibility for the post-consumer stage of used tires, paints, electronics, batteries and other potentially hazardous products.

3 / FOOD SAFETY

“There is a lot more emphasis and pressure from the retail community to improve packaging that comes into contact with food,” says Downham. “Processors of food are starting to view packaging as part of their ingredient list.” For package designers and manufacturers, regulators and processors



The coming year holds both great opportunity and new challenges for the packaging sector, according to James D. Downham, President & CEO of PAC – The Packaging Association of Canada, and George Guidoni, Editor of Canadian Packaging. Expect to see more innovations in packaging in 2012, driven by factors ranging from a volatile U.S. economy to sustainability demands to the increasingly global marketplace.

alike will be more closely scrutinizing the materials used, such as recycled plastics and polymer resins. Another factor driving this concern is increasing globalization and more products being sourced off-shore.

4 / RETAIL-READY PACKAGING

More retailers in 2012 will be looking for packages that double as a shipping container, such as pop or soda cases that can be pulled straight from a pallet to the display shelf. The ongoing improvements in structural and graphic design of this type of secondary packaging can save on both material and labour costs, say both Downham and Guidoni.

5 / TRACK-AND-TRACE

“With track-and-trace compliance regulations becoming stricter and more commonplace,” says Guidoni, “brand-owners will likely implement more advanced product ID methods and techniques to enable full-product traceability along the supply chain.”

He foresees more use of two-dimensional and “other higher-density barcode symbologies,” as well radio frequency identification (RFID) tagging and even holograms.

6 / THIRD-PARTY ECO CERTIFICATIONS

“The use of Eco-Labels to indicate third-party certification of sound environmental practices is catching on in Canada at a somewhat faster pace than in the U.S. at the moment,” says Guidoni. Some drivers of this trend, he says, include greater awareness of environmental issues among Canadians and better access to municipal recycling programs.

7 / ECONOMIC PRESSURES

Downham expects the Canadian packaging sector to face even greater pressure to reduce costs, with much of it driven by large U.S.-based retailers and the slower economy south of the border. That said, →



Packaging with QR (quick response) codes that bring up Web pages on a smartphone and other informative packaging information will be key to purchase decisions in the future

Guidoni thinks economic conditions may help power innovation in packaging in terms of “more consumer-friendly packaging features, improved product shelf-life properties for all sorts of food-and-beverage products, better tamper evidence and anti-counterfeiting features, and better senior-friendly package design for the aging population.”

8 / UPSCALE PRIVATE BRAND PACKAGING

White-label and no-name products have seen a resurgence in recent years – private label market share was up 2% in 2010 in the U.S., for an average market share of almost 22% across many categories, according to Packaging & Technology Integrated Solutions (PTIS) of Shelbyville, Michigan. For 2012, PTIS predicts retailers will “bring more high-margin items into the private brand mix” and they will be looking for better packaging designs to appeal to consumers.

9 / WRAP RAGE

PTIS also foresees more consumers basing their buying decisions on what they believe to be excessive packaging. Plastic clamshells, for example, can be seen as over-packaging and “engender ‘wrap rage’.” In the coming year, PTIS predicts businesses will have to be prepared to explain how their packaging is sustainable or consumers may look for alternative products.

10 / PACKAGING AS A MARKET RESEARCH TOOL

PTIS has observed that more consumers are using the Internet to research products just before purchasing – what they call the “Zero Moment of Truth.” Packaging with QR (quick response) codes that bring up Web pages on a smartphone and other informative packaging information will be key to purchase decisions in the future, PTIS reasons. ©



I N N O V A T I V E S O L U T I O N S

Equipment Breakdown? Unisource Has You Covered

For many printers, equipment breakdown can happen at the worst possible time – usually, when you are on tight deadlines. Unisource may be able to help save the day with its new “We’ve Got You Covered” program.

For many wide format printers, equipment breakdown can happen at the worst possible time – usually, when you are on tight deadlines.

Unisource may be able to help save the day with its new “We’ve Got You Covered” program.

Unisource sells and services the most reliable digital wide format printing equipment in the industry, backed by comprehensive manufacturer’s warranties

and extended service contracts, however, there are times when you simply need to get the job done now and having access to a reliable print alternative is paramount.

That’s where Unisource can come to the rescue by giving participating customers preferred access to its nearest wide format equipment demo facilities when your own equipment is suddenly off-line for unexpected repairs.

On a temporary or as-needed basis, Unisource customers that purchase new wide format equipment can use available demo room equipment in their region for an urgent project.

As might be expected, the Program comes with a few conditions which must be agreed-to in advance (please inquire with your Unisource sales professional for more information).

With those conditions understood, Unisource’s customers can rest easy knowing there is a back-up plan in place when equipment issues arise.

To the rescue with preferred access

start here



Pause before you push, please!

Think about how the information will be used before you open and scan or push the print button. Either way, don't panic or guilt-trip — just be mindful and do your best.

What is this for?

edit
edit & discuss

publish
inform
persuade

skim or glance



read or study

On the fly
If there's a chance you'll need to review information off site or in a remote location, print documents can be easier to access than eReader or any other electronic device.



Size of Audience



<10 minutes

10-30 minutes

>30 minutes

Flip a Coin
Quick scan? Use digital.
Longer read? Print it.
Pick: is better?

store or archive
Weigh available technology.

Many

Few

Many

Few

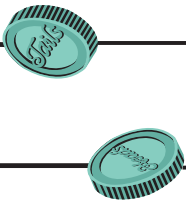
Personalized
or variable data?
use *On Demand*

What are you sharing?
Is the information constantly changing?
Go for pixels. Is it an important document that will be reviewed often? Go for print.

right in between:
You call it – heads or tails.

accessibility, retrieval speed,
security and legal requirements.

How complex is the information?
If it's detailed or complicated, print is typically easier for small groups to review and digest. If it's a quick, light read, choose pixels.



digital storage

paper, onsite
paper, offsite

Waste not, want not. Print only once the order has been placed, rather than printing and storing inventory for later use.

Yes

No

use **Digital printing**

Use high-volume laser or inkjet printers to deliver professional quality presentations and limited-run flyers, brochures, invitations and more. Ship electronics & print locally rather than shipping printing.

print run

Large

Small

use **Offset printing**

Use Offset and other traditional printing techniques to produce very large volumes of high quality documents. Think beautiful brochures, attention-getting direct mail and powerful, keepsake posters.

Go for **Print**

- Use certified sustainably sourced paper
- Print both sides except when single side is needed
- Consider smaller fonts, narrower margins and single spacing as appropriate
- Follow the equipment advice under "Go For Pixels" and recycle your cartridges, too

Go for **Pixels**

- Use ENERGY STAR® computers, monitors & printers
- Make sure energy-saving mode is activated
- Recycle or properly dispose of equipment at end-of-life
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Truth be known,
both print and digital
communications
have environmental
costs.

So how do you most responsibly decide when to view on screen and when to print? Follow the latest research by taking a moment to scan this handy infographic. Then pause and use the insights you've gained to make the right call.

← OPEN HERE

Automate Your Internal Supplies System

In many organizations, the management and distribution of internal supplies can be a major headache. From unpredictable inventory levels to wastage to theft or hoarding, it all costs time and money. Now, there's a way to automate the supply of everything from safety gloves to tools to parts using vending machines.

Vendit, a division of Kane's Distributing Ltd. in St. Catharines, Ont., manufactures Safety Supply Inventory Management units that can help reduce the cost of dispensing and stocking supplies by 30% or more. The system distributes only the supplies employees need or are allowed. An employee simply enters a PIN number into the vending machine, holds his or her "ekey" to a reader, makes a supply selection and returns to work.

The vending machine's activity is linked to a computer system that monitors inventory levels, alerts suppliers when to restock and tracks who received supplies. The system helps eliminate waste and hoarding, inventory recounts and manual reporting. In some organizations, it may eliminate the need for a manned storeroom.

The system can help increase employee efficiency. The machines store a large amount of supplies and several can be located at different locations on the shop floor, reducing the need for workers to walk over to a single storeroom or ask supervisors to retrieve more supplies.

The system also provides detailed reports, which can be sorted on specific products, by employee, by department, by machine and within certain dates.

The Vendit machines handle a wide variety of products, ranging from PPE to MRO to welding supplies to relays and sensors. It has even stocked long-john underwear. For more information, contact a Unisource Canada sales professional.

Automate the supply of everything

Laundered Shop Towels Inefficient, Costly and Dangerous

You may think you are saving money in your shop by renting laundered shop towels, but a recent independent study shows workers are being exposed to unsafe levels of toxic heavy metals daily – even when using freshly “cleaned” towels.

The 2011 U.S. study by Gradient, commissioned by Kimberly-Clark Professional, tested “clean” shop towels from 26 different industrial sites. It discovered many were significantly contaminated with dangerous heavy metals. In fact, the levels of contamination and number of toxic metals were even higher than those found in a similar 2003 Gradient study. The recent study found towels exceeded toxicity limits for at least seven metals – antimony, beryllium, cadmium, cobalt, copper, lead and molybdenum.

The reason why is that most rented shop towels go back and forth from the laundry to various shops and industries, where they pick up oil, grease, solvents and toxic heavy metals like lead and cadmium.

Researchers found workers who touched their mouth after using the towels would ingest unacceptable levels after just 2.5 towels per day. Most shop workers, they found, used 12 to 26 towels in a typical day.

One safer, more efficient and less costly option, suggests Kimberly-Clark, is disposable shop towels, such as its WYPALL* family of wipers, which are available from Unisource Canada. Engineered to feel

like cloth, WYPALL* Wipers are soft and quickly absorb oil, grease, solvents and water – in fact, they absorb oil 15% faster and water 33% faster. They also come in consistent sizes and packaging, unlike rental towels.

With better performance, consistency and less risk to workers, Kimberly-Clark believes customers will see a 20% cost savings over rental shop towels.

For more information, please contact your Unisource Canada sales professional.

Safer and more efficient

TASTE FOR ART, RESPECT FOR NATURE

When art and nature meet, the resulting projects have a unique value. ChorusArt™ is a testament to Burgo's commitment in producing high quality papers in a sustainable manner combining superior technical qualities with a serious environmental profile. The ideal choice for the environmentally conscious consumer, ChorusArt™ is designed specifically for the needs of the North-American market. It's readily available in a wide range of sizes and finishes to meet the needs of the printing and design community.

FEATURES

FSC® Certified

30% post-consumer

Elemental chlorine free

90 brightness, blue-white shade

Triple coating

Excellent stiffness and caliper

High opacity



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CMYK IDOL™

THE 2011 WINNERS

Unisource was in search of Top Print Sales Reps across the country for the second consecutive year. The Canadian Graphic Arts community was invited to nominate and then vote for their favourite Superhero via online ballot on UnisourceDesign.ca. The contest winners – Superheroes – were chosen based on the number of votes cast for them by their supporters. One winner was selected for each of the following regions:



EASTERN CANADA

Anik Larivière
Imprimerie Maska
Saint-Hyacinthe



ONTARIO

Rich Pauptit
Flash Reproductions
Toronto



PRAIRIES

Tammy Thachuk
Burke Group
Edmonton



BRITISH COLUMBIA

Jeff Mesina
Total Graphics Inc.
Burnaby

Stay Tuned for 2012

While 2011 CMYK Idol winners are enjoying the truly deserved spotlight, we are working on 2012 contest and will be soon asking again 'Who is your Print Sales Idol?' Stay tuned and follow us on twitter @UnisourceCanada



“Industry, perseverance, and frugality make fortune yield.”

BENJAMIN FRANKLIN

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- 30% post-consumer
- Elemental chlorine free
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Tell us what you think

We'd love to hear your feedback on this issue of Solutions.

Please send comments, questions or suggestions to marketing@unisource.ca or via mail to the address below. Thank you!

For any clarification, please contact:

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