

## Malloy Achieves Zero Landfill Status

Last summer, our President, Bill Upton, and General Manager, Pete Shima, toured a large Toyota assembly plant in Tennessee. One of the many things about the operation that impressed them was the fact that it was a Zero Landfill facility: no solid waste was shipped to a landfill. Bill and Pete looked at each other and said, “If Toyota can recycle all of the waste generated in this huge manufacturing plant, we can do the same at Malloy.” And, within a few months, we did!

When our Zero Landfill project began in the fall of 2009, we were recycling more than 98.4% of the material we discarded. That was a pretty good place to start from but keeping the last 1.5% out of the landfill wasn’t necessarily going to be easy. Fortunately, our Machine Maintenance Manager, Charlie Montgomery, likes challenging projects, and he embraced the objective to become a Zero Landfill company with the passion of a zealot.

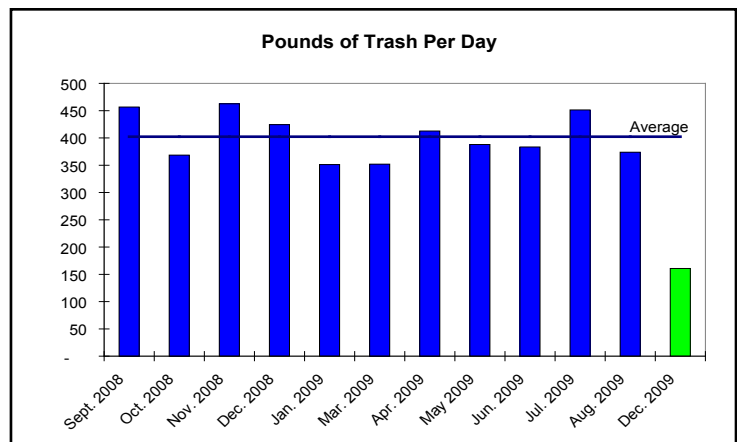
Charlie’s first action was to create four new sorting areas for recycling plastics, metals and glass within the plant. These sorting areas were near our lunchrooms where much

of our trash was being generated. It made sense to go after our “personal” trash, because we were already recycling nearly every scrap of manufacturing waste that we produce—plates, paper, corrugated, etc.

We promoted the Zero Landfill effort through articles in our internal newsletter and in postings on our bulletin boards. However, we found that people didn’t need much encouragement to direct their plastic containers, metal cans, and assorted packaging materials to the appropriate recycling bins. The bins seemed to fill up magically.

As the weeks went by in October and November, Charlie kept a close eye on what was ending up in the trash compactor. Where he could identify the source of recyclable material that wound up in the trash, he took steps to add new recycling containers into the system to capture material that previously had no recycling receptacle. For example, there were no bins in the initial roll-out for #6 PS (Polystyrene—Styrofoam cups, plastic forks and knives, bakery shells...). In another case he saw plastic strapping from our bindery

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## Check Out the myMalloy Service Center

In 2005, we launched *myMalloy*, our suite of self-service tools. *myMalloy* is available 24/7 and is your secure source of information about your work at Malloy. Anytime, day or night, you are able to get information and manage your titles that are printing at Malloy.

*myMalloy* was one of the first online, real-time service tools available in our industry. When we created it, our goal was to enhance the experience of working with Malloy, by making job specific information easier to find and more readily available to our customers.

Over the past five years, we have continuously improved on the basic set of tools in *myMalloy* and added new ones. Here is a brief overview of each tool:

**Get a Quote:** This tool has been valuable to many of our customers. If you need a quote for an upcoming project you are able to generate your own quote for most standard book specifications. You enter your specifications, click submit, and within a few seconds an estimate is presented to you.

**Find a Quote:** This is the archive for all of your quotes done through the *myMalloy* system, either created through *Get a Quote* or done by the Malloy Pricing Department.

**Place an Order:** When you are ready to place an order for your title and you already have a valid quote in the system for that title, you can place an order for printing that title by clicking the button located within the estimate called "Place an Order". Most of the specifications for the job will be picked up from the quote, so you don't have to re-enter all of the details about the book. You will be prompted to confirm a few specifications such as quantity, proofing and schedule requirements, and given an opportunity to provide us with additional information that will help you identify this title once it is in our system.

**Get Component Template:** When you are ready to create your cover, caseside, or dust jacket, you may use the component template tool to generate a template. You choose the type of component you are creating, enter the title, bind style, trim size, number of pages, ppi of the text stock, and flap requirements for a dust jacket (if required). You may also specify perforation or drill guidelines in the template when applicable. Your template is made available to you immediately once you finish entering the required elements into the system.

**Go to InSite Portal:** Our InSite portal is where you upload your files and download proofs. As part of our Prinergy system, InSite provides secure access for your files. InSite is easier to use than FTP, no client software is necessary. Your Malloy CSR is automatically notified when you have placed files at the site, eliminating a step on your end. Another time-saving benefit is that your user ID and password is the same as your *myMalloy* ID and password, so no need to log in twice. (See separate InSite article on page 3.)

**View Job Status:** The job status tool provides real time manufacturing status, basic specifications, proof dates, and direct links to private freight carriers for the purpose of tracking individual shipments. You can customize the columns of information in the report any way you like.

**View Material Usage:** This tool is used to view usage of material you have supplied to Malloy, primarily paper. Real time reporting is essential in helping you to manage your inventory.

**Packing and Shipping Documents:** In addition to Malloy internal use, this tool is used by our out-

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myMalloy Service Center V
Get a Quote
Find a Quote
Place an Order
Get Component Template
Go to InSite Portal
View Job Status
View Material Usage
Packing and Shipping Document
Go to Fulfillment Solutions
Manage myMalloy Users
Change My Password
Log Off myMalloy
Go to Malloy Home Page

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side vendors who are an extension of Malloy and providing important services on our behalf. By providing this tool, we can ultimately provide the best service and up to date information for you.

**Go to Fulfillment Services:** Malloy's world-class fulfillment operation is just steps from our bindery. The ability to print, store, and fulfill orders provides savings that add up. Our fulfillment customers have a direct link into our fulfillment services that allows many transactions to be handled online.

**Manage *myMalloy* Users:** Customers with multiple *myMalloy* users can manage access to all the various *myMalloy* tools for your staff, or we can manage that at Malloy. This is especially efficient for managing your freelancers and outside suppliers who may need access to move files, access inventories, etc.

**Change My Password:** This one is self-explanatory with one note – your *myMalloy* user ID and password is also used to access other services such as InSite and Fulfillment. If you change your password, there will be a brief delay in accessing these other tools, as we must re-link your new info.

We invite you to check out the *myMalloy* demo on our website ( <http://www.malloy.com/customers-first/mymalloy-demo-center> ). By giving you 24/7 access to the progress of your work at Malloy, we hope to make your job easier. If you are not already using *myMalloy*, we encourage you to talk to your Sales or Customer Service Rep to set up your account soon. ■

## *Malloy InSite Portal*

Our InSite web portal is up and running and we are now transitioning our customers from our FTP site to InSite to upload and download files and proofs. For *myMalloy* users, this will make your job easier:

- Easy access through the Malloy website and *myMalloy* - no separate login.
- Automatic notification to your Malloy CSR that you have uploaded files.
- Once your files are successfully preflighted and you have requested soft proofs, you will be notified via email that your soft proofs are available to download.
- You will access your soft proofs using the same method used to upload your files.

As the transition progresses, more features of InSite will be available to users. If you would like more information, please contact your Malloy CSR or Keith Bauer at [keith\\_bauer@malloy.com](mailto:keith_bauer@malloy.com). ■

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in the trash, so he placed clearly labeled bins for that type of plastic in spots where it would be easy for our bindery staff to discard the material for recycling.

It did not take long for the stream of waste to the landfill to start drying up. By December, we had stretched out the time it took to fill up our trash compactor (a 10,000 pound container) from about 35 days to more than 90 days. Measured in terms of pounds of trash generated per day, our additional recycling efforts yielded a 60% reduction in waste going into our compactor. This brought our recycling rate up to about 99.3% of the material we discard. But, the story doesn't end there.

When our compactor was finally filled up three days before the end of the calendar year, Charlie had the load taken to Nelson Recycling, our recycling provider, instead of the landfill. Nelson was able to recycle some additional material found in the compactor. The material they were not able to recover was taken to the Detroit Municipal Incinerator, where it was used as fuel for power generation. From now on, this is where all of our non-recyclable waste will go.

In a display of his dedication to this project, Charlie followed the trash container to Nelson and analyzed its contents when it was emptied out. Based on what he saw, Charlie made plans to achieve a greater level of sorting and recycling within the plant moving forward:

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## *Chain-of-Custody Alert*

A change was made to the FSC standard in February that prohibits placement of the FSC logo in more than one place in a book. Previously, you could place the FSC logo anywhere in the text as well as on the cover. This practice is still possible with SFI certification but is no longer allowed with FSC.

If your past practice has been to locate the logo in multiple spots in your books, we will seek direction from you on where you want the FSC logo placed in your reprint. As always, you can contact your Sales or Customer Service Representative for more information. ■



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## *RFID at Malloy*

If you need a printer who can place Radio Frequency Identification (RFID) tags in your books, we can take care of it for you. RFID tags are incorporated into a product for tracking purposes. They are relatively new to the book industry and are used to combat piracy and re-importation, as well as to gain efficiencies in the supply-chain.

We set-up our RFID process a few months ago at the behest of a customer who had made the necessary investment in equipment, software and systems on their end, and needed their printers to be compatible. We aren't suggesting that you jump into RFID tomorrow, but when you are ready to take that step, Malloy can "tag" your books for you. ■

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- He conducted additional training and communication to show people the types of recyclable materials they were still tossing in the trash and where they could recycle it.
- Charlie and our Training Coordinator, Pam Lindberg, put labels and photos on all the recycling containers to make it easier for people to figure out what type of plastic goes in each bin.
- He added new sorting areas and additional recycling containers to the system.

The result of this effort is that, as of May 7, 2010, we have gone 131 days without filling up our trash compactor. Charlie hopes it will be another couple of months before we have to empty it out. When that happens, he will visit Nelson once more to see what we are throwing out and look for ideas to achieve further improvement. Charlie believes we could ultimately bring our recycling level to 99.9% and get us down to just one compactor load going to the incinerator each year.

Not that we like "talking trash", but we'll keep you up to date on our progress. ■

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