

# Integrated Materials Management & Collateral Improvements

Presented to  
Solid Waste & Materials Management Forum  
Missouri Department of Natural Resources  
March 4, 2011

By Rick Robson

**Hallmark Cards**

# Hallmark Has a History of Environmental Work

- Corporate car pooling program since 1978
- Use water-based inks for printing, 90% reduction in toxic emissions
- Hazardous waste reduced 90% since 1990 (2005 measure)
- Solid waste to landfills reduced by 70% since 1990 (2005 measure)
- Improved lighting and air conditioning saves \$1,000,000 per year
- Keepsake Ornaments Converted to Alternative Solid Fuel at Enfield Distribution Center
- 4 MM lbs sawdust for fixtures used as ASF

# Waste Reuse & Recovery

## **Paper**

**Corrugate**

**Styrofoam**

**Batteries**

**Aluminum Can**

**Tin Cans**

**Plastic Bottles**

**Metal**

**Plastics**

**Surplus Office**

**Supplies**

**Printer Cartridges**

**Copier Cartridges**

**Partner with**

**LaserCycle in**

**Lenexa**

## **Mixed Media**

Disks - CD's, DVD's, Laser, Floppy

Film - Transparencies, Slides, Microfiche

Tapes - VCR, DAT, Reel

Media Devices - Media Card, Flash Drives,  
Hard Drives

## **E-Waste - Hallmark Owned**

Computers - cpu's, monitors, keyboards,  
hard drives, etc

Desk Phones

Scanners

Televisions

VCR & DVD Players

Printers

Cell Phones, Pagers, PDA's,  
Blackberries

## **E-Waste Employee owned**

Annual collection in April

# Waste Reuse & Recovery

- Recycling paper waste from our printing operations began in 1943.
- Recycling totals over 58 million pounds of paper and corrugate annually.
- Ongoing recovery of a variety of materials for recycling: plastics, wood, metal, printing plates, foil dies, labels, stretch wraps, magnesium foil dies, etc.
- Compiled in 2005 although still ongoing

# Taking it to the next level

- In 2005 – many successes in place
  - 85% reduction of total waste compared to 1990 baseline
  - Conversion from solvent based to water based inks
- Floundering in search of the next drivers
- Beginning to coalesce ideas when...

October 24<sup>th</sup>, 2005 – Lee Scott, CEO Walmart presents:

Twenty First Century Leadership Speech asking their supply base to be more sustainable in their operations.



# NOON NEWS

HALLMARK'S PURPOSE: ENRICHING LIVES WEDNESDAY, AUGUST 22, 2007

## Increasing our environmental emphasis

MANY corporations today are taking steps to become "green" — that is, to be better stewards of the world we live in.

At Hallmark, such an emphasis is nothing new. In fact, environmental responsibility has been important at our company



CEO PERSPECTIVES

for many, many years, although we haven't called attention to it. Both my grandfather and my father considered environmental stewardship a key component of corporate social



## HALLMARK SETS CORPORATE ENVIRONMENTAL GOALS

By 2015 Hallmark Intends to:

- Reduce Energy and Water Usage by 25%.
- Reduce Waste by 25%.
- Obtain 100% of our paper from sustainable sources.
- Significantly Improve the Recyclability of our products.

Longer term, the company aspires to:

- Become Carbon Neutral
- Produce Zero Waste
- Create Products in the most sustainable manner.

Hallmark United Kingdom is taking major steps to reduce energy consumption by installing more efficient lighting systems, monitoring and adjusting energy use and other actions.

These are just a handful of the many

energy, recycle materials and decrease negative environmental impact.

**Our consumers and retailers care**

While the longevity and scope of Hallmark's environmental programs are

we can and should do. We've made a good start, but environmental responsibility will be a focal point for years to come.

We are doing this because the growing seriousness of global climate change demands our attention and action ... »



Corporate Social Responsibility (CSR)

Hallmark's Beliefs and Values

Social

- Brand essence – enriching lives
- Long history of philanthropy
- Strong volunteer program
- Supplier code of conduct
- Diversity / ERGs
- Crown Center redevelopment

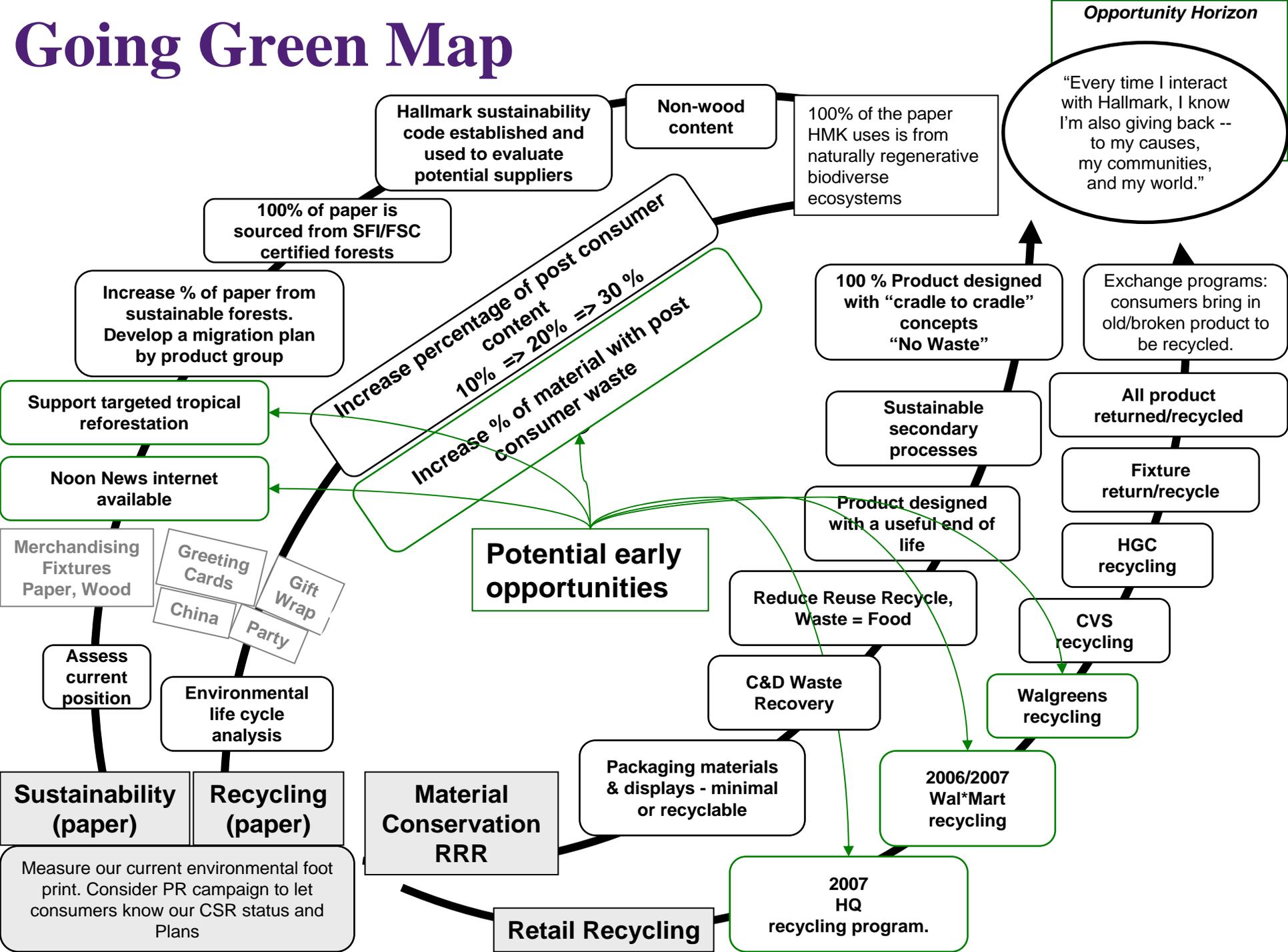
Economic

- 96 year-old company
- 18,000 jobs
- Crown Center redevelopment
- Profit sharing
- Shareholder value
- Benefits

Environmental

- By-product synergy program
- Strong EHS programs
- Energy saving programs yielding \$1million savings annually since 1995
- 70% solid waste reduction since 1990
- 90% hazardous waste reduction since 1990
- Ride-sharing van pool since 1978

# Going Green Map



# Paper Collection – Office Level



# Paper Collection – Area



# Corrugate Collection



# Corrugate Collection



OCC = Old Corrugated Containers = Cardboard

# Can Collection



## Aluminum and Plastic

Don't let the container labeling fool you! You can now recycle plastic bottles in all "cans only" marked containers. All water, juice and soda bottles can be recycled in the same container as aluminum cans. Remember, food waste and glass belong in the trash, not here.

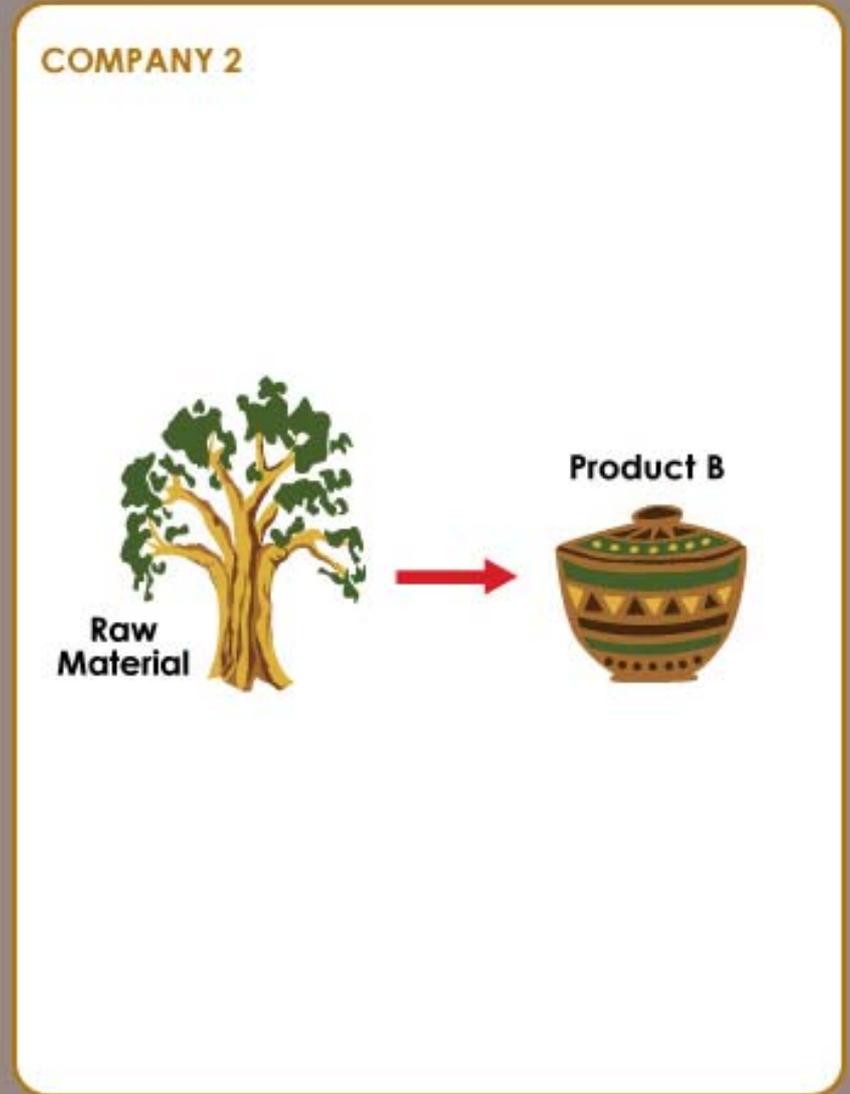
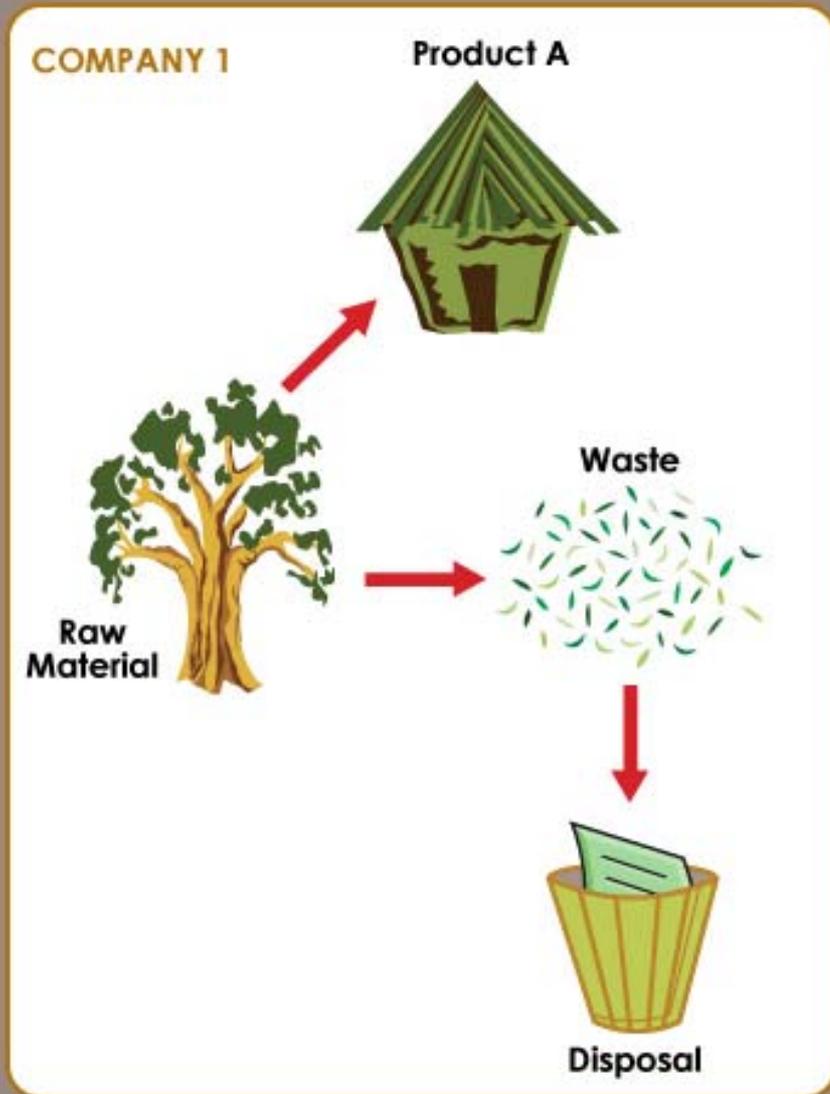


# Taking it to the next level - 2006

## Kansas City By-Product Synergy Initiative

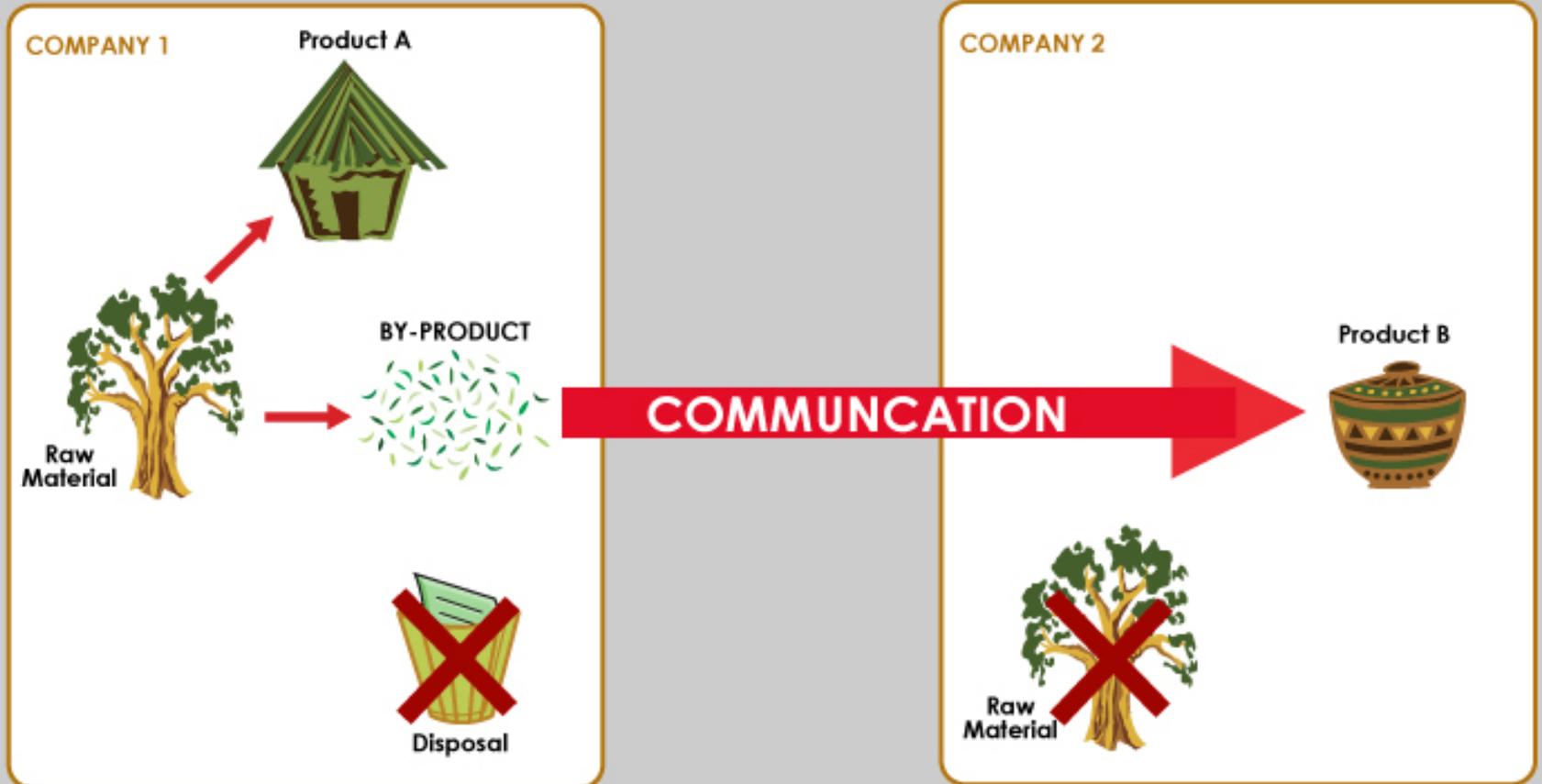


# Typical Production Process



# By-Product Synergy Process

## NETWORK





# Composting



Recycle  
here.



Compost

Food Waste  
Paper Plates, Cups, Napkins  
Paperboard & Corrugate  
Paper Towels & Tissue

- × NO plastic
- × NO rubber bands
- × NO trash
- × NO glass

Questions? Visit [home.hallmark.com/environment](http://home.hallmark.com/environment).

















Star Screener  
3000A

www.erkosystems.com

1-800-789-1714

The Organic Screener





## KC 10,000 Rain Gardens – Headquarters





# Unintended Collateral



WATCH YOUR  
STEP



CHEMISTRY LABS

NG  
IES



RECYCLE OFFICE PAPER







This trash truck is for trash only.

**"NO CORRUGATE ALLOWED"**

Please break all corrugate down and  
place in recycle corrugate truck on the  
South side of the "Plants Room"

Thanks for your cooperation.

# Recycle here.



## Alternative Solid Fuels for Lafarge

Empty chip & snack bags  
Empty gum & candy wrappers  
Fiber drums w/o metal rings  
Foam or air pouch packing  
Foam core board  
GI-650B silicone molds  
MDF board  
Pallet film wrap  
Paper towels  
Plastics, #1-7 (no #3)

Plastic banding  
Plastic silverware (cleaned)  
Plexiglass  
Rubber  
Styrofoam  
(packing material w/ tape  
or debris; cups & clamshell  
containers, cleaned)  
Textiles  
Twine (in limited quantities)  
Wood

- ✘ NO food
- ✘ NO trash
- ✘ NO glass

Questions? Visit [home.hallmark.com/environment](http://home.hallmark.com/environment).



YOU ARE NOW  
ENTERING A ...

# ZERO LANDFILL FACILITY



the GREEN SPOT zero landfill zone

the GREEN SPOT zero landfill zone



A dense field of red flowers, likely Gaillardia, with green foliage. The flowers are in various stages of bloom, and the background is filled with more greenery.

Thank You!

Questions?

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# April: Earth Week



# May: Electronic Recycling



# June/July/August: Noon News Series on Four Priorities



# September/October: Lights Off Contest Winners Announced and Celebrated

THANK YOU FOR HELPING HALLMARK SAVE ENERGY BY TURNING OFF YOUR LIGHTS



## LIGHTS OFF CONTEST *Winners!*

In a recent lighting survey, these floors were found to have **0 LIGHTS** left on in cubicles after hours.

They will be celebrating with a **BAGEL BREAKFAST** from the Corporate Social Responsibility council.

2420	2nd floor
2440	5th floor 6th floor
2460	3rd floor 5th floor
2480	Lobby 3rd floor 5th floor
Main	3rd floor

***Congratulations!***

*Saving a little saves a lot.* 

PLEASE RECYCLE ME.