

Environmental Policy

As one of the largest marketing execution partners for Kiwi businesses - our group brings together experienced industry leaders in print manufacturing, packaging, print management, design, marketing communications, digital, merchandise and logistics. With manufacturing sites located throughout New Zealand, we are aware of our social and environmental obligations to the local community.

We recognise and understand the environmental impact of our operations.

We have taken pride in environmental stewardship for more than 15 years, and we're dedicated to making improvements in every aspect of quality, health & safety, diversity, well-being, and the environment.

We are committed to operating our company in compliance with all applicable New Zealand laws, rules, and regulations, as well as holding ourselves to high standard in relation to our social, ethical, and business obligations.

Our focus is on

- Reducing (GHG) emissions through reductions of waste to landfill, transport, and energy.
- Reduction and recycling of chemicals and other waste.
- Health, Safety and Well-being of our employees.
- Procurement of consumables from like-minded supply chain partners whilst sourcing locally where possible.
- Ensuring consumables used in our manufacturing processes come from renewable or sustainably responsible sources without compromising the final product.
- Promotion to our customers to use environmentally sustainable products for end-of-life cycle.

Blue Star is committed to continuously improving our management systems and reviewing our supply chain to ensure we are sourcing from renewable and sustainably responsible sources. All key suppliers are ISO14001 certified. We consistently review the latest industry technology and software that can lead to reducing (GHG) emissions in consumable waste, energy, and chemical use. Demonstrated in 2018, we introduced new efficient technology to replace 40% of our fleet of traditional offset presses, representing our commitment through investment to our environmental practice.

We use biodegradable (mineral-free) vegetable inks that have a low environmental impact because they are made primarily from renewable resources (soybean/linseed and pine resin).

Blue Star significantly altered its substrate procurement strategy in 2006, severing ties with several unsustainable overseas mills and challenging our supply chain to do the same. A significant amount of our paper meets the chain of custody requirements at every step in the supply chain, from sourcing to distribution, by ensuring that it is sourced from certified forests; FSC (Forest Stewardship Council) and PEFC (Programme for the Endorsement of Forest Certification). We actively promote sourcing our packaging boards from our local mill in Whakatane to further reduce emissions and support local businesses.

We have partnered with Toitu Enviromark, achieving their Gold Standard in 2021 in all our plants Nationwide, joined the Toitu Carbon Reduce programme in 2022, and we hold a HACCP food safety certification in our Wellington plant since 2021. These programmes supply guidance and verification of our commitment to be doing what we say we are doing, year-on-year reductions and tracked projects yielding improvements. They hold us to account with annual external audits ensuring we are striving to meet the goals and targets we set.

Blue Star maintains a 'Diversity and Inclusion' policy that supports and empowers our 500+ employees. Our ethos and people are our key differentiators and greatest assets. Our Blue Skies programme, which includes investing in and training our people, developing skills, adding qualifications, and sourcing talented graduates and apprentices, is a critical component of our ongoing commitment to our people and resources.

Blue Star won both trainer of the year and apprentice of the year at our Industry Awards in 2022, with four finalists from Blue Star businesses. In addition, we have a community involvement programme with a simple goal: to give back to the communities where we live and work by supporting local sports teams, charities, schools, and community organisations. We have a long history of supporting non-profit and community organisations, such as the Paralympics, Variety - the children's charity, the Child Cancer Foundation, Sport Hawkes Bay, and the Christchurch City Mission.

Blue Star seeks and nurtures partnerships that will have a positive impact on the environment and our society, with the common goal of improving the planet for future generations. The bar is set high for excellence in HSE; Health, safety, and the environment are constantly rising, fostered by our people, our focus as an organisation and the services we provide is on continuous improvement daily. We welcome feedback on how we can continue to grow to better meet the needs of our customers.

For further information or supporting documents, please contact your Account Manager.



Jill Cowling, Chief Executive Officer
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