SHOWCASE PROJECT: QUAD — 50001 READY FACILITY

SOLUTION OVERVIEW
Quad is a leading global marketing solutions partner. Headquartered in Sussex, Wisconsin, the company leverages its robust print foundation as part of a larger, integrated marketing solutions platform with approximately 60 locations worldwide. Quad helps marketers and brand owners reduce complexity, increase efficiency and enhance marketing spend effectiveness across multiple media channels, such as print, digital and broadcast.

Quad’s facility in West Allis, Wisconsin, creates special interest publications using its web offset, sheetfed digital print capabilities along with advanced finishing techniques. Its more than 700 staff members handle press room, printing, finishing, binding, maintenance, storage, and distribution operations at the approximately 1-million-square-foot facility.

Quad’s West Allis facility had begun working with the Wisconsin Focus on Energy program in 2003 and enrolled in the Department of Energy’s (DOE’s) Better Plants program in 2009. By 2015, when Focus on Energy launched its strategic energy management (SEM) program, the facility had made major strides in energy management and was ready to join the SEM Leaders program. Quad’s main motivations for achieving 50001 Ready were to lock in continuous improvements in energy management and reduce operational costs.

LOCATION
West Allis, Wisconsin

SOLUTIONS
The option to self-assess and declare 50001 Ready status appealed to Quad management as a first step toward ISO 50001 certification. The company will leverage the 50001 Ready success of its West Allis facility to improve its energy management activities at other locations. Quad maintains a strong continuous improvement culture and now incorporates ISO 50001 principles into its efforts. Sustained cost savings will both incentivize and pave the way for an enterprise-wide 50001 Ready recognition in the future.

Implementing a 50001 Ready Energy Management System

The 50001 Ready Program prompted the facility to reactivate its energy team and keep better track of energy consumption to reduce energy costs.
The operational control section of the DOE Navigator tool helped the energy team explore energy-saving opportunities. For example, the tool led them to explore how well employees responsible for operating presses and finishing equipment understood the impacts of their choices on energy consumption. In essence, it helped connect the dots between staff who use equipment and the amount of energy that is consumed.

The West Allis energy team found that the 50001 Ready Program helped them identify and eliminate energy usage that did not add value—a critical step in narrow-margin businesses like printing. For example, whenever a press is idle during a new job set-up, the staff now dials down energy-using equipment (e.g., shuts off trim waste collection fans, dials back compressed air systems, and shuts off conveyer belts).

DOE’s Navigator tool proved effective and user-friendly. The team felt it provided practical information and explanations. The links to templates and documents were found to be particularly useful, as these helped them get off to a confident start.

The internal audit was valuable as a final review of the overall effort, including energy considerations and system design. It empowered the team to accurately identify when it had hit the mark in implementing energy performance improvements.

OTHER BENEFITS

Quad plans to have additional facilities pursue 50001 Ready and eventually ISO 50001 certification. Next in the queue are two more facilities in Wisconsin and one in New York State. The consistency provided by the 50001 Ready Navigator will ensure energy management activities at Quad are compatible between facilities. As the 50001 Ready Program gains traction across their facilities and its demonstrated value grows, the initiative is likely to spread across the enterprise. To the extent that 50001 Ready and ISO 50001 protocols embed robust energy management systems and procedures into daily operations and reporting, the energy team is expected to observe and replicate continuous improvement throughout their facilities.
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<tr>
<th>Annual Energy Use</th>
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Quad’s West Allis facility

Quad’s West Allis team