

# Quad–Sussex, Wisconsin

## WHY 50001 READY?

The U.S. Department of Energy's 50001 Ready program is a self-paced, no-cost way for organizations to build a culture of structured energy improvement that leads to deeper and sustained energy and GHG savings. Recognition is available for facilities and organizations that self-attest to the implementation of an ISO 50001-based energy management system without external audits or certifications.

## Overview

With approximately 15,000 employees worldwide, Quad is a 51-year-old global marketing experience company with a strong foundation in print. The company operates approximately 40 printing locations throughout North America, South America, and Europe where it produces long-run magazines and special interest publications, catalogs, retail advertising inserts, direct mail, packaging, in-store signage and displays, and more.

Since Quad's founding, creating a better way has run deep in their DNA. It has guided the company's understanding of what it means to be a good corporate citizen, inspiring creativity in how they address environmental, social and business challenges. Quad sought to improve its energy performance through objectives including reducing costs, improving performance while maintaining high-quality, on-time production and client satisfaction. To attain these ends, Quad opted to participate in 50001 Ready. In 2019, Quad's West Allis, Wisconsin, facility became the first site to achieve 50001 Ready status, followed by Hartford, Wisconsin (2021); Saratoga Springs, New York (2022); and Sussex, Wisconsin (2022).

## Solutions

Quad was proud to achieve 50001 Ready status at its Sussex, Wisconsin, facility in May 2022. This location also serves as the company's global headquarters. While working toward attaining this status, Sussex's cross-departmental energy management team shifted priorities from project-based to program-based, focusing on a continuous energy management improvement approach. The company is considering



Quad's Sussex, Wisconsin campus. Photos credit: Quad.

***"At the end of the day, what I am most proud of is the sustainability of Quad's culture and values, and the promise that holds."***

– Joel Quadracci, Chairman, President & CEO, Quad

pursuing 50001 Ready at additional locations in the coming years. Quad will continue evaluating opportunities to further improve energy savings.

## Key Takeaways: Implementing a 50001 Ready Energy Management System

- ▶ **50001 Ready provides a roadmap and templates to help expedite implementation of an energy management system, including identifying significant energy users.** The **50001 Ready Navigator** tool helped the Sussex energy management team identify and mitigate energy waste. For example, a good

deal of energy is used to prevent “blocking”—the tendency of compressed printed materials to stick together when stacked before the ink or coatings are completely dry. When the Sussex facility uses equipment to prevent blocking, energy settings are increased, but the settings do not automatically reset when the process is complete. Following the 50001 Ready roadmap, the energy management team recognized this issue and updated operational procedures. Now a team member resets the printing system settings manually after each run, introducing significant energy savings over time.

- ▶ **The 50001 Ready Navigator tool helped the energy management team identify inefficient equipment and processes.** The installation of high-speed, high-output presses in 2019 allowed Sussex to retire older, less efficient equipment. The new presses use 41% less electricity and 33% less gas per printed page.

- In 2020, the introduction of a new printing plate processing method was adopted at five plants, including Sussex, **cutting overall CO<sub>2</sub> emissions across all 5 plants by 1,270 metric tons annually.** Industrial chiller replacement has also helped further decarbonization at Sussex, resulting in a **CO<sub>2</sub> reduction of 376 metric tons.**

- ▶ **Regular check-ins strengthen interdepartmental collaboration and heighten employee awareness of areas in need of improvement.** Monthly energy team meetings are used to address cross-departmental barriers and open lines of communication between the production, maintenance, and administrative teams. Team meetings also function as an “awareness review,” allowing Quad to regularly track each site’s energy consumption. The Sussex site claims that simply improving employee awareness of energy uses and wastes has led to meaningful energy savings.

- ▶ **Knowledge transfer between sister facilities paves the way for successful energy management.**

Transferring knowledge from one site to another ensures that energy management activities are consistent among facilities. Sussex was Quad’s fourth site to achieve 50001 Ready status. Individuals from the energy management team at the nearby West Allis plant had already benefited from using the 50001 Ready Navigator tool and could offer their experience, share completed templates, and help guide the energy management team at Sussex. The Navigator tool also helped create consistency between the sites.

- ▶ **Support from executive management is an indispensable asset.** In keeping with 50001 Ready’s recommendations regarding strong leadership and management involvement, the plant director at Sussex actively contributes to energy savings goals, making suggestions and driving efforts for improved performance.

### Other Benefits

Through 50001 Ready participation, the Sussex site improved its processes and procedures to make them more efficient, not only reducing energy costs but also lowering maintenance expenses and improving line speed and performance. Sussex site leadership also recognizes the potential for increased customer satisfaction, resulting from more efficient delivery and more sustainable production.

Efforts geared toward achieving the 50001 Ready designation are based largely on energy modeling and data usage. These important industry efforts have been taken up a notch at Quad thanks to the company’s enhanced energy management practices.

Finally, Quad attributes much of the company’s success to heightened awareness of energy use among employees. The energy management team states that awareness alone has had a significant impact on energy savings and aligns with the company’s long-standing purpose to create a better way for employees, clients and the communities that support its operations.

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