

Case Study: JELD-WEN Catalogue

Recycled-paper catalogue highlights corporate values



Based in Sheffield, JELD-WEN UK Ltd is a leading supplier of window frames, door frames and other timber products for the home and office markets. The company promotes its products particularly to architects and builders, and exhibits at the Ideal Home Show and some other 'general' events.

JELD-WEN publishes a wide range of promotional literature, with a key role played by its annual high-quality, full-colour main catalogue. Produced in exactly the same way as a magazine, this catalogue is adhesive-bound and printed using a heat-set web offset (HSWO) process. It is 112 pages long, plus a four-page cover, and has a print run of 500,000.

"JELD-WEN specifically wanted a paper that looked recycled"

Key Facts

- Wood-product supplier JELD-WEN UK Ltd printed its main 2007 catalogue on 100% recycled-content paper.
- The catalogue's deliberately 'natural' look and feel promotes JELD-WEN's product range and overall corporate values very effectively.
- Using recycled paper did not result in any major production problems.
- Building on this success, the company has now extended its use of recycled paper to other catalogues and brochures.

In the past, JELD-WEN printed the catalogue on wood-free gloss paper made from 100% virgin fibre, with a gloss-varnished cover. In 2007, however, the company switched production to an uncoated 100% recycled-content paper.

Motivation to 'go recycled'

Careful management of natural resources is central to JELD-WEN's corporate culture, with strict procedures in place on waste management and recycling, for instance. JELD-WEN also actively encourages its staff to identify ways of making its products and operations as environmentally friendly as possible. This approach does not just aim to promote sustainability. With a number of customers regularly requesting information on how JELD-WEN manages its environmental impact, it is also a commercial necessity.

The company therefore responded very positively when design agency IRIS, which has worked for Jeld-Wen for around 10 years, suggested producing the main Jeld-Wen product catalogue on recycled paper.

“Going recycled has delivered exactly the result we wanted to achieve”

Joanne Mitchell,
JELD-WEN UK Ltd

The process involved

Working closely with Southernprint Ltd (the print contractor for the catalogue), IRIS identified a range of recycled papers with the potential to meet the requirement. Southernprint’s input on how the different papers would print, as well as on their look and feel, cost and availability, was extremely valuable. IRIS then submitted the shortlisted papers to JELD-WEN for consideration.

Reflecting its environmental motivation, JELD-WEN specifically wanted a paper that looked recycled. By ensuring that the new version of the catalogue appeared different from previous editions, this would provide a clear demonstration that the company was continuing to look for ways of reducing its environmental impact.

Although the overall quality of the final printed product was an important issue, paper whiteness was therefore not a key consideration. To provide complete reassurance that recycled paper could deliver the required results, Southernprint undertook a series of print trials at its own expense. Supervised by IRIS, the trials produced samples of typical catalogue spreads using test files supplied by JELD-WEN. The spreads’ subject matter deliberately included important colours and light and dark images.

Following the print trials, as well as an examination of publications (such as fashion brochures) printed on recycled paper and an investigation of paper availability, two uncoated 100% recycled-content papers – Cyclus and Reprint – emerged as the preferred candidates. These stocks have similar characteristics but Cyclus was ultimately chosen because it had a shorter lead-time.

After consultation with colleagues, JELD-WEN’s Marketing Director took the final decision that the 2007 catalogue should be produced on this recycled stock. On its back cover and inside back page, the resulting catalogue includes statements that it is printed on 100% recycled paper. JELD-WEN has also issued press releases to raise awareness of the switch to recycled stock.

“It’s remarkable just how far recycled papers have advanced in recent years”

David Mears,
Southernprint Ltd

Results and perceptions

In terms of production, less ink was needed to achieve target densities. As with many uncoated recycled stocks, though, there was an ink rub problem. This was due to the fact that it is harder to dry ink on recycled stock and, because of the particular press used, it was not possible to add driers to the ink. The press therefore had to run a little more slowly, resulting in a small increase in the overall cost of production which was absorbed by the print contractor. Talcum powder was used to avoid rub problems in binding.

No other problems arose in running the job, with standard quality-control procedures employed throughout the production process. There was no need to change the reprographics in order to compensate for any changes in dot gain or in other print characteristics.

In terms of quality, the recycled paper completely met its objectives. The colours appear nice and dense and, as intended, the catalogue’s ‘natural’ look and feel has stimulated a lot of comment. The overall impression is completely in keeping with JELD-WEN’s range of products (all of which are made from wood obtained from sources certified as environmentally responsible), as well as with the company’s corporate values and business philosophy.

Crucially, recipients of the catalogue have reacted favourably. IRIS, too, has noted a strong response – even from competitors. From a creative perspective, the recycled paper complements the more ‘lifestyle’ approach of the 2007 catalogue perfectly.

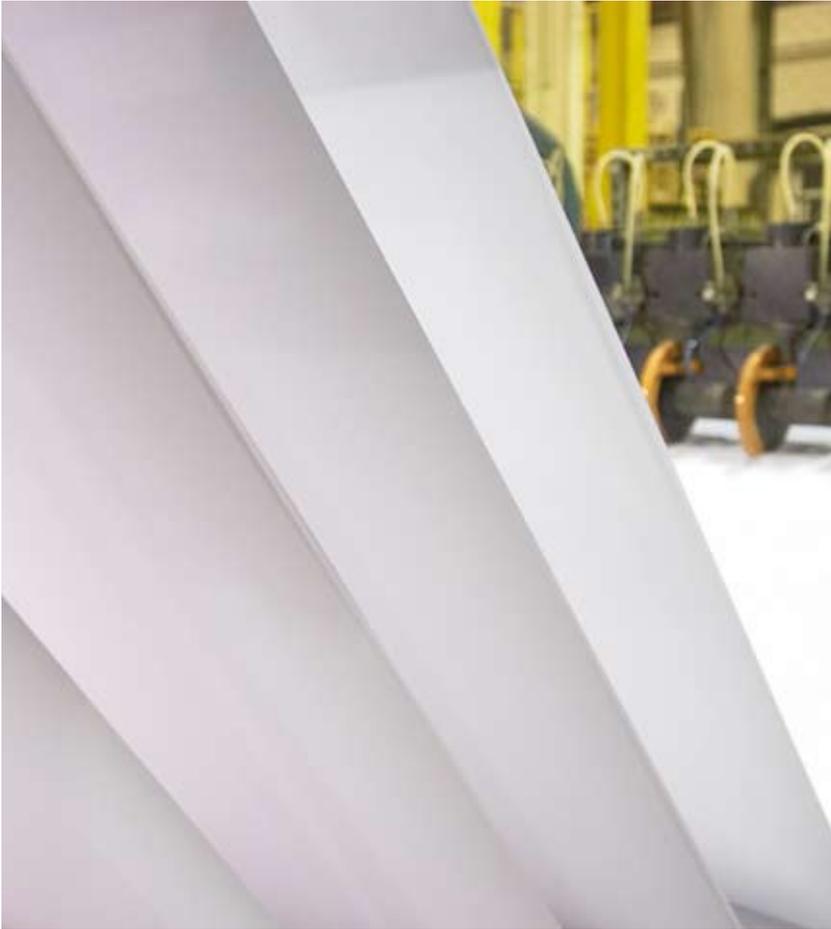
In terms of cost, the change to recycled stock involved a very modest increase, compared with the virgin paper previously used. However, the two products are not directly comparable. In the long term, JELD-WEN will seek to achieve price parity with other papers.

Conclusions

JELD-WEN, IRIS and Southernprint have all been delighted with the catalogue produced on 100% recycled stock. Although JELD-WEN does not have formal targets relating to recycled paper, company policy is to increase its use not only for promotional literature but also for packaging and for instruction leaflets. In addition to the main catalogue, three other catalogues and brochures have now been printed on recycled paper, with colour consistency achieved across all three.

Summary

Changing to 100% recycled paper has met every objective that JELD-WEN aimed to achieve by making the switch.



The printer's experience of recycled papers

Southernprint Ltd processes around 80,000 tonnes of paper a year. Recycled paper currently accounts for 3500 tonnes of this amount and this figure is increasing steadily. The company's printing equipment includes a 64-page MAN Lithoman IV, which it used to produce the JELD-WEN Catalogue.

Overall, Southernprint finds dealing with recycled-content papers relatively straightforward. In the company's experience, press technology and recycled paper have improved over the last few years to the point where recycled stock can be treated as 'just another grade of paper'. Although the cost of producing the JELD-WEN Catalogue on uncoated recycled stock did increase slightly on account of ink rub and slower running, Southernprint has found that the impact of coated recycled grades is generally very marginal.

The company has also received a number of enquiries from potential customers who have seen – and liked – the JELD-WEN Catalogue.

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