

Environmental Sustainability (ES) In Your Shop

Dylan Turner
2023 ACUP+ Conference



Enrollment & Demographics

Total	28,090
Flagstaff/Phoenix Biomedical	21,411
Statewide locations	1,445
Yuma	347
Online/Personalized Learning	4,887

Male	10,276
Female	17,814
Arizona resident	18,503
Non-Arizona resident	9,587

NAU Fast Facts

FLAGSTAFF, AZ

287

average sunny days in a year

National Weather Service

NORTHERN ARIZONA UNIVERSITY

20+

locations

STAYING INVOLVED

400+

student clubs and organizations

ATHLETICS

15

NCAA Division 1 sports teams

University Printing Services

- Reports to University Marketing, in Advancement Division
- 5.5 Full Time Employees, 3 Student Workers, 1 Part Time Employee
- ~5000 sq/ft building.
- Dry Toner Digital, Wide Format, Bindery, Direct Mail Management, Brokering, Online Ordering, Installation
- "Service Center" aka Cost Recovery Department aka Recharge Department
- Centralized Print Management
- Cannot service general public with exception to local organizations under the existing Intergovernmental Agency Agreement.
- ~\$2 Million Budget. Revenue: 46% is brokered, 54% produced in house.
- Commitment to Sustainability

Who Cares?



1

THE STATE OF CONSUMER SPENDING:

Gen Z Influencing All Generations to Make Sustainability-First Purchasing Decisions

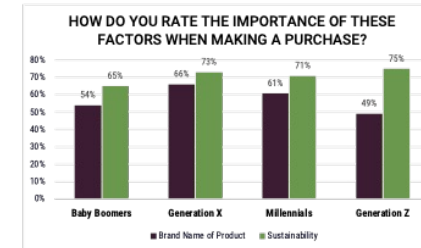
THE STATE OF CONSUMER SPENDING |

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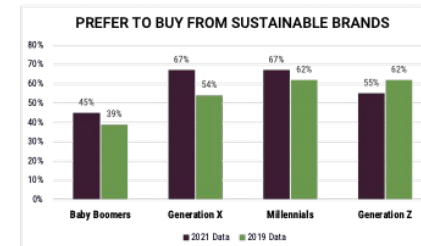
SUSTAINABILITY BEATS OUT BRAND NAME OF PRODUCT ACROSS ALL GENERATIONS

Three-quarters of Generation Z consumers state that sustainability is more important to them than brand when making purchase decisions. Seventy-five percent of Generation Z survey participants prefer sustainability over brand name of product, and 71 percent of Millennials, 73 percent of Generation X and 65 percent of Baby Boomers agree.



GENERATION Z INFLUENCING OTHER GENERATIONS TO SHOP AND SPEND MORE ON SUSTAINABLE BRANDS

Sixty-seven percent of Generation X survey participants prefer to buy from sustainable brands, a 24 percent increase from our last consumer sustainability report published in January 2020.



NOVEMBER 2021

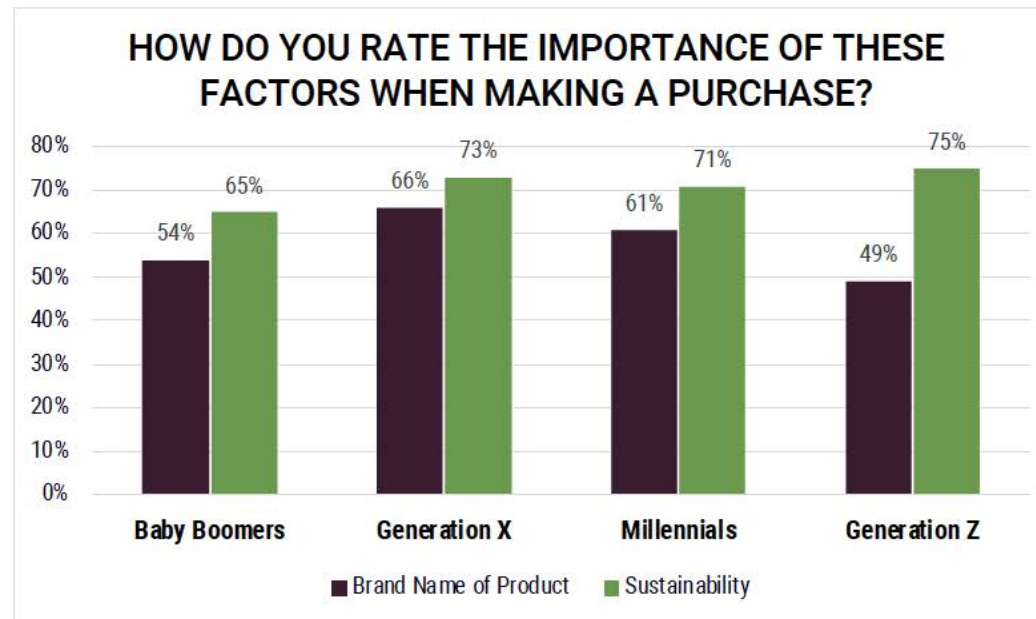
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Who Cares?

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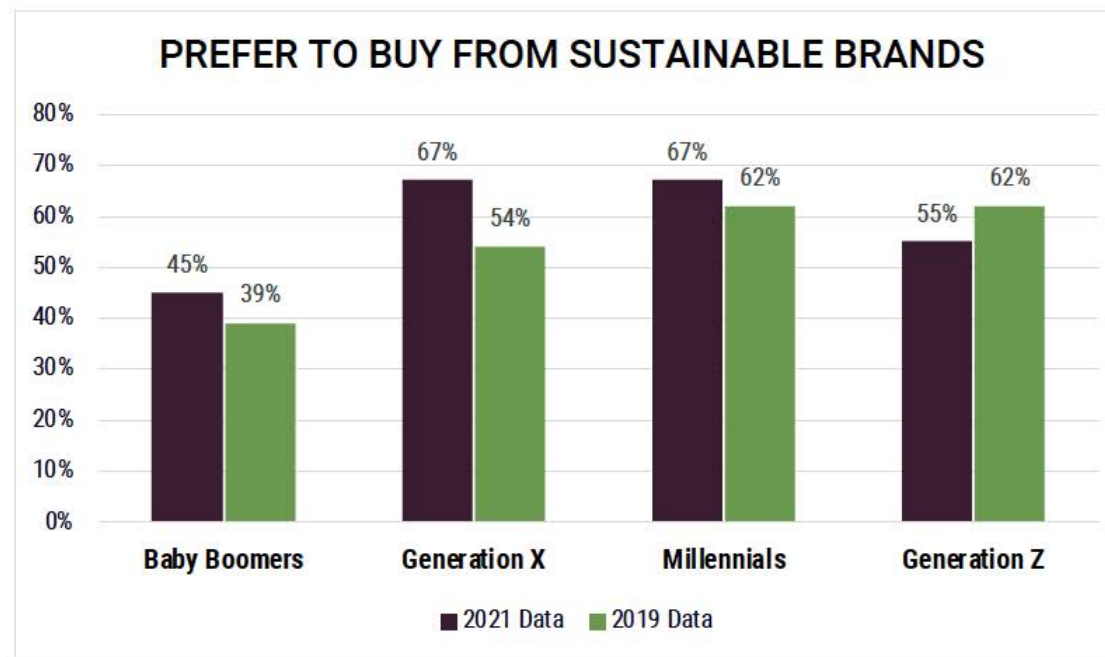
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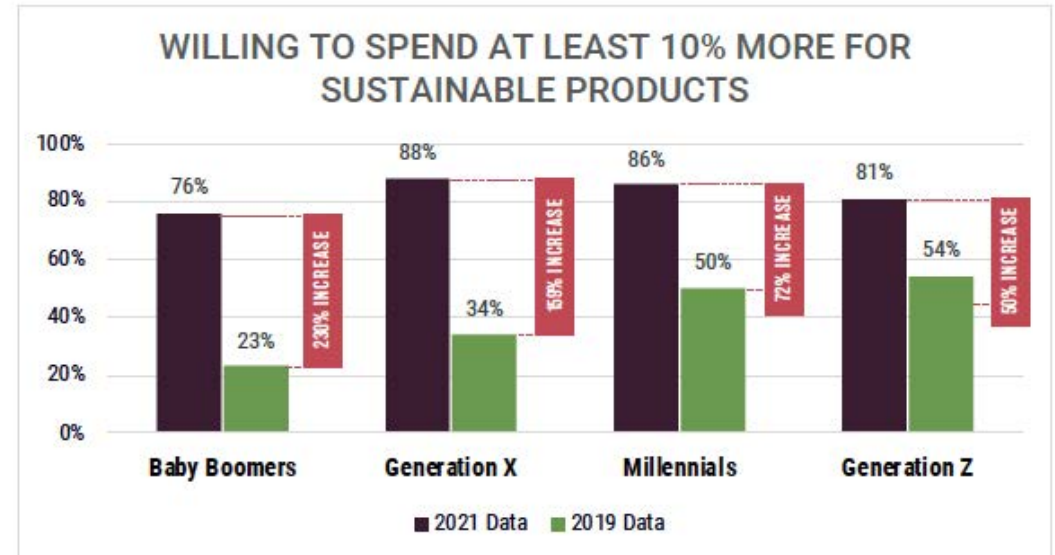
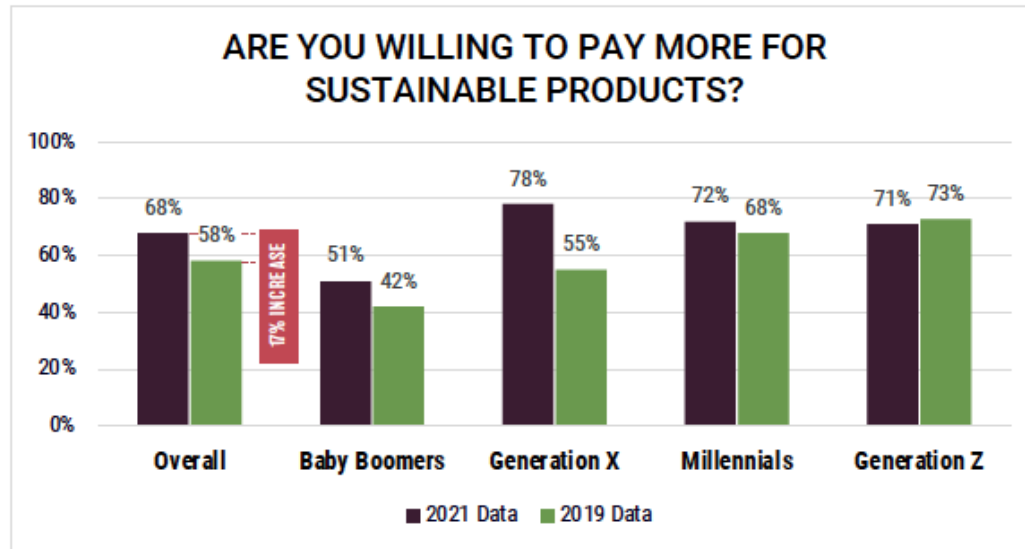
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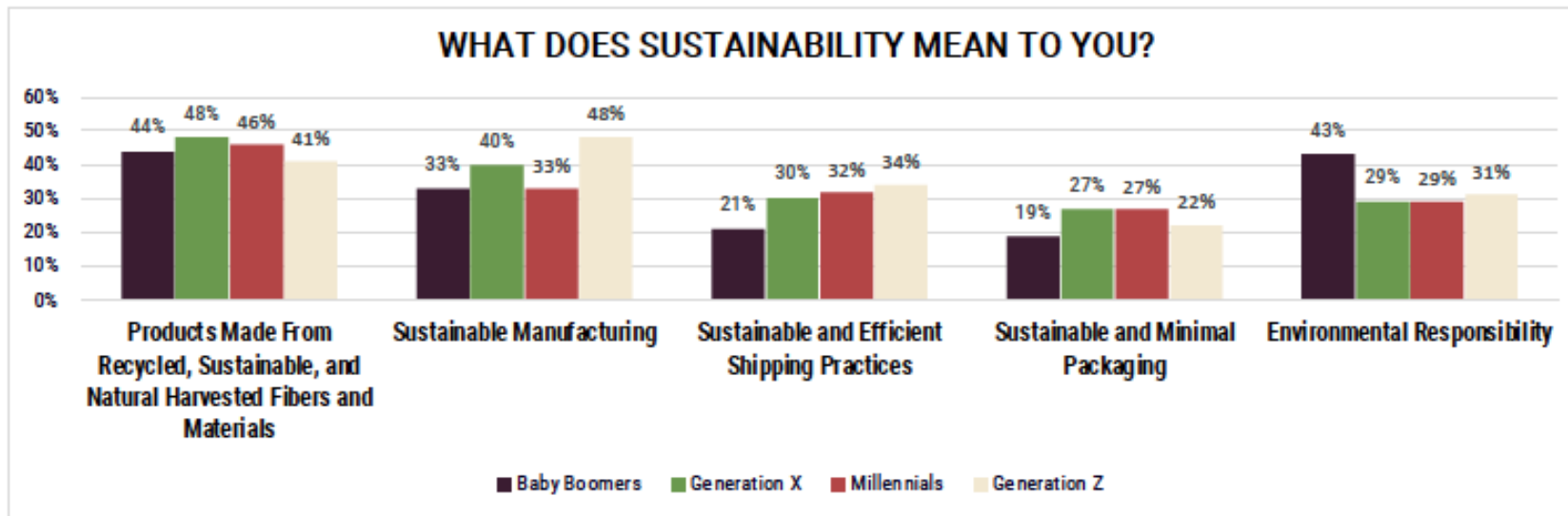
Consumers across all generations are willing to spend more for sustainable products compared to two years ago. Generation X, commonly parents to Gen Z'ers, had the highest increase (42 percent) in willingness to pay more for sustainable products. All generations are willing to spend an additional 10 percent or more on sustainable products compared to data fielded in 2019. Baby Boomers increased by 230 percent, Generation X increased by 159 percent, Millennials increased by 72 percent and Generation Z increased by 50 percent.



Who Cares?

DISCONNECT ACROSS GENERATIONS ABOUT WHAT SUSTAINABILITY ACTUALLY MEANS

The majority of Baby Boomers (44 percent), Generation X (48 percent), and Millennials (46 percent) believe that sustainability means products made from recycled, sustainable, and natural harvested fibers and materials but Generation Z (48 percent) believes that sustainability is more about sustainable manufacturing.



Who Cares?

Key Takeaways:

- Generation Z is influencing the older generations to place more importance on sustainability in their purchasing decisions.
- The vast majority of Generation Z shoppers say sustainability is more important than brand name when making purchase decisions.
- Generation Z's influence over their Generation X parents shows a significant increase over two years ago on preference to shop sustainable brands and willingness to pay more for sustainable products.
- The majority of respondents across every generation expect retailers and brands to become more sustainable.
- Older generations including Baby Boomers, Generation X, and Millennials are disconnected with Generation Z on what sustainability actually means.
- The majority of respondents across every generation continue to consider sustainable packaging as important.

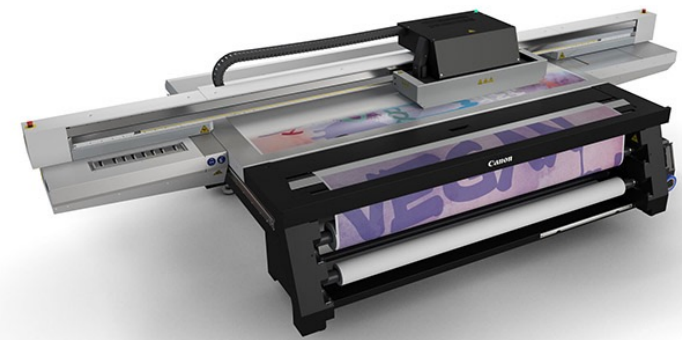
How will it effect you?



- Generation Z are in the work force and politics. They will be making decisions and having influence.
- This could become the expectation.
- May become a strategic goal at your educational institution.
- We control the flow of consumables.

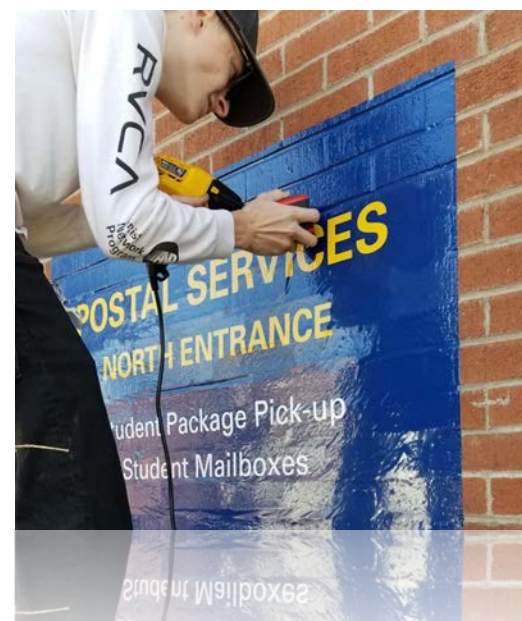
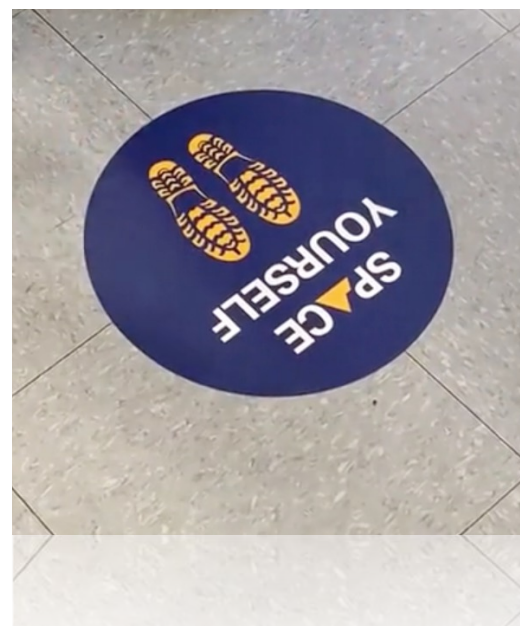
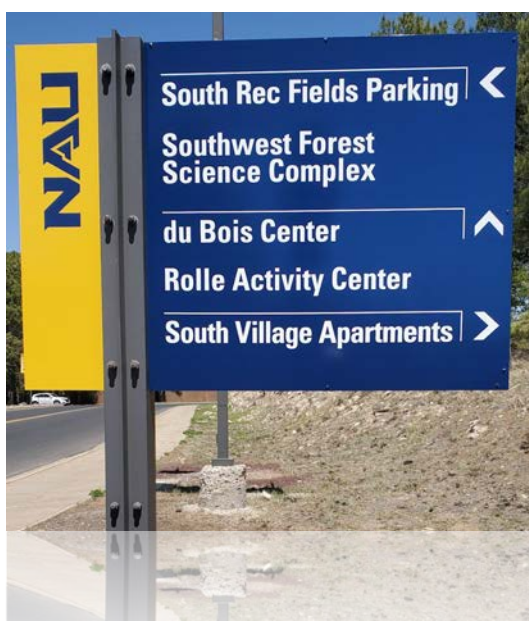
Equipment in Large Format

- ES committed manufacturers and technologies
- Ask about ES documents during sales calls
- Seek out grants and funding from your institution
- Beware of “Greenwashing”



Flexible In Large Format

Type	Application	Distributor
3M Envision LX480 (Cast)	PVC Free Wall Graphics, LT Outdoor Signage	Montroy/Grimco
3M Envision 48C (Calendared)	PVC Free Stickers, Floor Clings	Montroy/Grimco
3M Envision 8549L (Laminate)	PVC Free Laminate for LT Outdoor Signage	Montroy/Grimco
Ultraflex Ultima EcoVantage	PVC Free Banners, X-Stands	Laird Plastics



Flexible In Large Format



Rigid In Large Format

Type	Application	Distributor
3A Dispa Paper Board	Indoor and Short-Term Outdoor Signage	TBD
Duratex Eco Display Paper Board	Indoor and Short-Term Outdoor Signage	Grimco
Falconboard Paper Board	Indoor Signage	Grimco



Dry Toner Digital


Type	Application	Distributor
Neenah Environment PC100 100# UC CVR	Business Cards, Rack Cards, Postcards, Folded Notecards, Handout Cards, Bookmarks. Die Cut Notecards	Kelly Paper
Neenah Environment PC100 80# UC TXT	Small Posters, Letterhead, Flyers	Grimco
Paper Based Tape instead of plastic	Boxing and Delivery	Uline
Merchandise Bags w/Recycled Label	Replaces shrink wrapping	nashvillewraps.com
Waste Management	Proper sorting that aligns with your municipality	



Sales Strategies

- Offer alternative on Web2Print system

Stickers



Item No.:

Long term indoor and outdoor use. Cut to shape.

Available Material Options

Indoor/Outdoor Sticker

"Go Green" Indoor/Outdoor PVC Free Sticker

Reset Filters

Sticker Material Type:

✓ Choose

Indoor/Outdoor Sticker

"Go Green" Indoor/Outdoor PVC Free Sticker

Product:

Continue Shopping

See Pricing & Purchase

Continue Shopping

See Pricing & Purchase

Sales Strategies

- Offer alternative on Web2Print system
- Make custom products exclusively on Go Green

3" Circle Logo Stickers



Item No.:

Long term indoor and outdoor use. Eco-friendly option.

Prints single sided with a paper backing. Cut to a circle. For sticker quantities higher than 1000, please submit an estimate request.

[Reset Filters](#)

Logo
Sticker
Type:

- ✓ Choose
- 3" Circle Logo Stickers Color Logo On White Background
- 3" Circle Logo Stickers White Logo On Blue Background

Product:

[Continue Shopping](#)

[See Pricing & Purchase](#)

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Sales Strategies

- Offer alternative on Web2Print system
- Make custom products exclusively on Go Green
- Estimate both options



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- Select printer vendors who are committed



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- Offer alternative on Web2Print system
- Make custom products exclusively on Go Green
- Estimate both options
- Select printer vendors who are committed
- Apply for awards. Get recognized!



University Printing Services Wins



Woot! Woot!

- 2019 NAU Greenest Office of the Year Trophy
- 2019 NAU Project/Organization Award Certificate
- 2020 SGIA Silver Award Sustainable Business
- 2021 AASCU Award for Innovative Sustainability Project
- 2022 Communitas Platinum Award – Green Initiatives
- FY22, 15% Go Green
- FY23, 13% Go Green YTD

2022 Sara LaRosa was recognized by the NAU Environmental Caucus and the Office of Sustainability for her outstanding work on green initiatives.

WIN! Delivery E-Bike

Delivery E-Bike - Sustainable alternative for campus deliveries



- Purchased December 2019 with NAU Green Fund Grant
- Logged 520 miles
- Delivered 250 jobs
- Saved 40 gallons of gas
- Bicycle Safety Training Program

WIN! - EFI 16H UV-LED Hybrid Flatbed

Using technology for Waste Minimization

Purchased March 2023. Installing April-May 2023

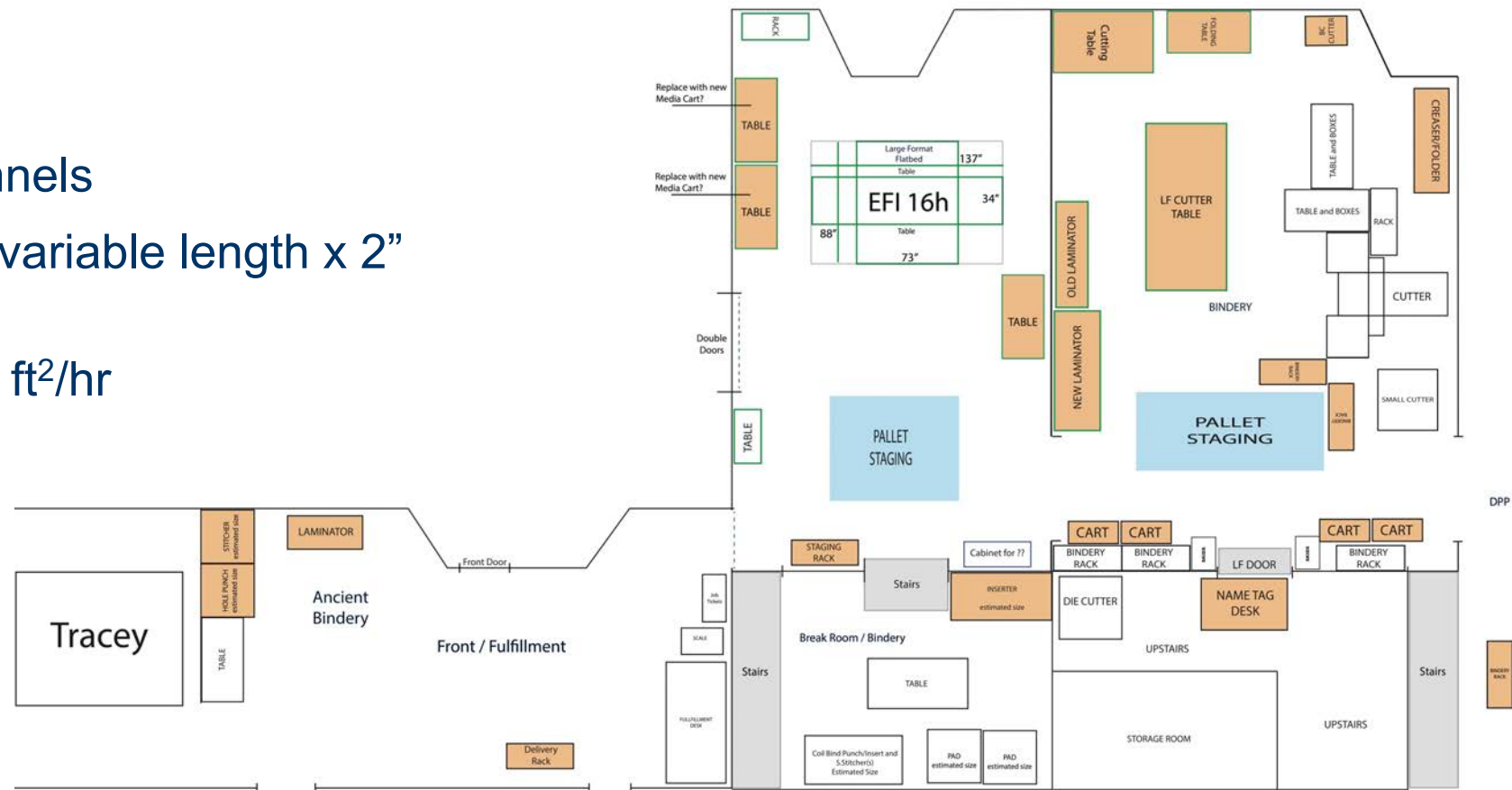


Item	Cost
EFI 16h w/tax	
Shipping/Rigging	
SmartFog Humidification System 3 zone	\$20,007
SmartFog Installation	\$20,000
Green Fund Grant	(\$65,000)
Balance	

Balance loan with 3% interest from University Central Funds which will be paid back over 2 years.

Purchasing/ES Factors

- Why this over true flatbed?
- UV LED Technology
- White Ink w/only 4 ink channels
- Prints 64" wide full bleed x variable length x 2" thick
- "POP" quality mode @ 178 ft²/hr



University Printing Services Losses

Failure = Learning

- CURB Program – Collect, Upcycle and Repurpose Banners
- Digital Job Ticket Workflow
- Bamboo Banner Stand
- Windmasters Signs



Thank you