

STRATHMORE SUSTAINABILITY PORTFOLIO

The new Strathmore Sustainability Portfolio features the inspiring stories of six companies that are pioneers in environmental and social stewardship. It is intended to empower designers to initiate their own sustainable initiatives at work, at home and in communities across the country.

HEWLETT-PACKARD FOUNDED 1939 PALTO ALTO, CALIFORNIA 150,000 EMPLOYEES WWW.HP.COM

A corporation with environmental dedication. Among many other sustainability efforts, HP's Planet Partners program makes it easy and convenient for customers to recycle computer hardware and print cartridges.

START: ANN WILLOUGHBY'S INTERVIEW WITH TIM MITCHELL, CORPORATE ART DIRECTOR; JEN BOSTICK, SUSTAINABILITY EXPERT, AND ROBERT PARKHURST, SUSTAINABILITY EXPERT, HEWLETT-PACKARD

Ann: How did Planet Partners start, and when? What was the impetus behind it?

Jen: In the late '80s we were having products returned through our warranty program and were able to salvage parts, so it originated with services and warranty. We were making sure that we were being environmentally responsible. And basically that developed into hardware recycling, which started in 1987.

Ann: Was any other company doing it to the extent you were back then?

Jen: No, in fact we didn't really talk about it for quite some time. We just did it on our own and didn't advertise it and didn't talk about it. I think maybe what you would have found at the time was a lot of municipal recycling—people doing what we were doing.

Ann: When you began recycling, how did it grow? Was it from the top down? Or was it a marketing initiative?

Jen: The hardware program has grown to the point that we accept HP hardware and non-HP hardware. It doesn't matter what the brand is. But there is a cost involved, and it's pro-rated depending on what it is you want to return. So if you're going to return a camera versus a PDA or a computer monitor, the cost varies and it's a sliding scale depending on what it is and how much. FedEx comes and picks it up, and you can go online and recycle at any time. And right now they are doing e-coupons, which is a great incentive for customers that you can use to buy new HP equipment depending on what you have recycled. Then, in 1991, HP LaserJet supplies decided that we needed to provide a service for our customers. We were getting an inkling from our customers that they would like an alternative to throwing their old print cartridges away. But really it came from high-level management within the supplies group of HP. And I remember being in another division and I knew the guy that worked on it and I was very proud as an HP employee to see that they were doing it for the right reasons. They were doing it as a commitment to the environment and they were doing it because they knew that customers would like to have a positive choice for how to dispose of their cartridges. And if they had a choice, it had to be free and it had to be easy. So that started in 1991 in the U.S., and now we have over 40 countries in the world that are a part of Planet Partners. When you open your box for a new cartridge, you'll find a recycling guide inside the box and there's a UPS label inside that guide. And then if you're in other areas of the world there might be a label, there might be a 1-800 number, there might be a website. But it is free and available to customers.

Ann: Let me ask you another question. How do you make sustainability and recycling a part of the culture at HP? Because every company does it a little bit differently.

Tim: At HP we have environmental product stewards who work to reduce the environmental impact of our products, whether through energy efficiency, recycling or innovative use of materials. **Jen:** Basically their job is to make sure the material content of that product line and the manufacturing processes of that product line are compliant with environmental regulations world-wide. And then they go beyond environmental compliance, and they may look into material restrictions that are not regulations yet.

Robert: We're looking at trends in what's going on out there in the marketplace. So if we see customers that need these kinds of attributes, we're trying to deliver that.

Ann: Are you finding that more of your customers are demanding specifics about the sustainability of your products? Is that a key in winning their business?

Jen: The short answer is yes.

Robert: We have an entire website devoted to responses to RFPs. It's in the billions of dollars for us. It's a good chunk of our business.

Jen: I think there are two main things going on there in the marketplace. One, you have this whole era of Enron and other questionable corporate practices, and there's distrust out there. More and more customers are asking harder questions, or even beginning to ask questions they never have asked before. Thankfully, HP had a regular practice of doing what we're doing so we're prepared and ready so it's natural for us to be able to answer these questions. But we are seeing an increase in the amount of questions, the depth of the questions. A lot of companies are trying to be compliant themselves, and part of that exercise is that they have to answer questions about their partners and vendors, so that's why we'll get the questions. So I'm seeing these two main things: People want real proof, they want to ask the hard questions, they're not believing what they're reading the first time; and that they're demanded of themselves, therefore they are prompted and motivated to ask.

Ann: We're very excited to include HP, and you know you're our largest company in this, so we're very proud that you're doing such significant work.

Tim: Great. Well for me, it's the sustainability part that's the feel-good. I understand from your emails that you've just been out to see Al Gore's movie and all the things that are happening.

Ann: We've read about HP's sponsorship of Al Gore's movie. I congratulate you as a company on sponsoring this, because he's going to get some pushback for it. But I hope this is going to be the thing that helps turns the tide. ...

Tim: We just got our last annual report cover wrap printed on 100 percent recycled paper.

Ann: Monterey Bay Aquarium just printed their annual report on Strathmore Script.

Tim: You know, Monterey is an HP story as well. David Packard gave the seed money to Julie Packard to start it up.

Ann: When did she start it? She was an environmentalist; loved the oceans.

Tim: David Packard was an outdoorsman too; he just really wanted to keep things going. When you've got that much money, the burden isn't so much about just doing philanthropy, but supporting efforts that are far-reaching enough.

Ann: The Monterey program is truly inspiring. You're in great company in this portfolio.

Tim: I'm really glad to see this happening, I'm delighted and honored that you would think of us in the mix, so that means something's working right.

Ann: I'm glad you're personally involved in this as well, because it's important for people in design and in marketing to embrace sustainability. Designers have been late to this.

Tim: Yes, because you know what? Up until now it's been all about the feel of the paper, printing and budget impact with recycled paper. So it's like you can get slicker, aesthetically-diverse printed layers and substrate plus you can come in on or under budget if you don't do recycled. It's a perception that remains where you can't get quality printing if you go with recycled paper. So, you add those inhibitors together and it forms a hardened glue, of sorts, that holds designers back. I've found that good printers love to be challenged in the pursuit of greatness. They can do excellent printing on new recycled papers—even uncoated.

Ann: And you know what's interesting, Mohawk has spent a lot of time reformulating Strathmore to make sure that it can be used for a range of collateral choices. In every case we can, we're using 100 percent post-consumer waste, and the paper's really beautiful. It may cost a little more, but still, it's the right thing to do. If you say you're a sustainable company and you're not doing things like this, it doesn't make sense.

END: ANN WILLOUGHBY'S INTERVIEW WITH TIM MITCHELL, CORPORATE ART DIRECTOR; JEN BOSTICK, SUSTAINABILITY EXPERT, AND ROBERT PARKHURST, SUSTAINABILITY EXPERT, HEWLETT-PACKARD