



**Ball & Doggett**

*Vol. 02 - 08/22*

# The Collective Edit

*Elevation / Expression  
Creative Trends  
Collaboration  
Communication*

# The Collective Edit Vol. 02



We are excited to present our second instalment of **The Collective Edit - Sustainability in Focus.**

With sustainability as a central theme in every boardroom, conversation and decision making within business, we hope through your exploration of the pages you find value and key take outs for your upcoming projects and thoughts around starting your own sustainable journey within your business.

Our industry celebrated a huge month with the much anticipated PACPRINT exhibition. Held at Melbourne Convention and Exhibition Centre 28th June – 1st July 2022. Ball & Doggett were proud to host a stand that demonstrated Sustainability in Action.

In case you missed it, we were thrilled with being wideformatonline.com pick for 'stand of the show'! Our stand was specifically curated and designed to be made built from fibre based materials. We chose from our Sign Display & Digital range the Envirocore material for its capability to perform in the application of building walls, benches, tables and of course the favourite item on stand, our table tennis table!

Competition was fierce and relentless, and to be honest, I have to give it up to Tony Bertrand our National Marketing Manager that was holding his own for the 4 days of the show! Don't tell him I told you though...

Sustainability in Action extended into our exclusive event SPEC22 (Sustainable Print Education Conversation) at PACPRINT on Wednesday 29th June 2022. Check out our article to learn more on this event. If you want to get access to the video you can head over to our youtube channel for some light viewing a cuppa or vino!

As a business we are proud to provide a partnership in creating infallible story telling opportunities as brands share their goals in reducing impact to our world.

Creating opportunities as a collective to reduce our impact on our planet is the responsibility of everyone. Our focus is always about partnership, collaboration, education and inspiration.

Connect with your Ball & Doggett and start unpacking the questions that can lead to transparent discussions on how to start or continue your sustainability journey.

- Zaidee Jackson

## Ball & Doggett

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*A message*

# From our CEO

*Luke Wilkinson*

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As market leader our goal is to deliver value to our customers and underpin the viability of the Printing and Packaging industry in Australia.

We view sustainability not just as an environmental catch-cry but rather a way of doing business. Respect not just for the planet and our forests but also our staff, suppliers, local communities and our customers.

I am proud to say that we have embarked on our sustainability transition pathway.

In the past few years we have effected change with a strong focus on reducing energy, operational efficiency to reduce waste, sourcing of sustainable products and managing waste recovery from our distribution centres.

Furthermore, our environmental impact is constantly under review and challenged to ensure we are making a meaningful contribution to the environment and the community.

Our commitment is to ensure that we offer the market sustainable sourcing options in all of our product portfolio's delivering solutions to support their own environmental and sustainability initiatives.

The change start with each of us, Ball & Doggett are walking this path to continuously improve how we operate and represent our industry.

Luke Wilkinson, CEO, Ball & Doggett

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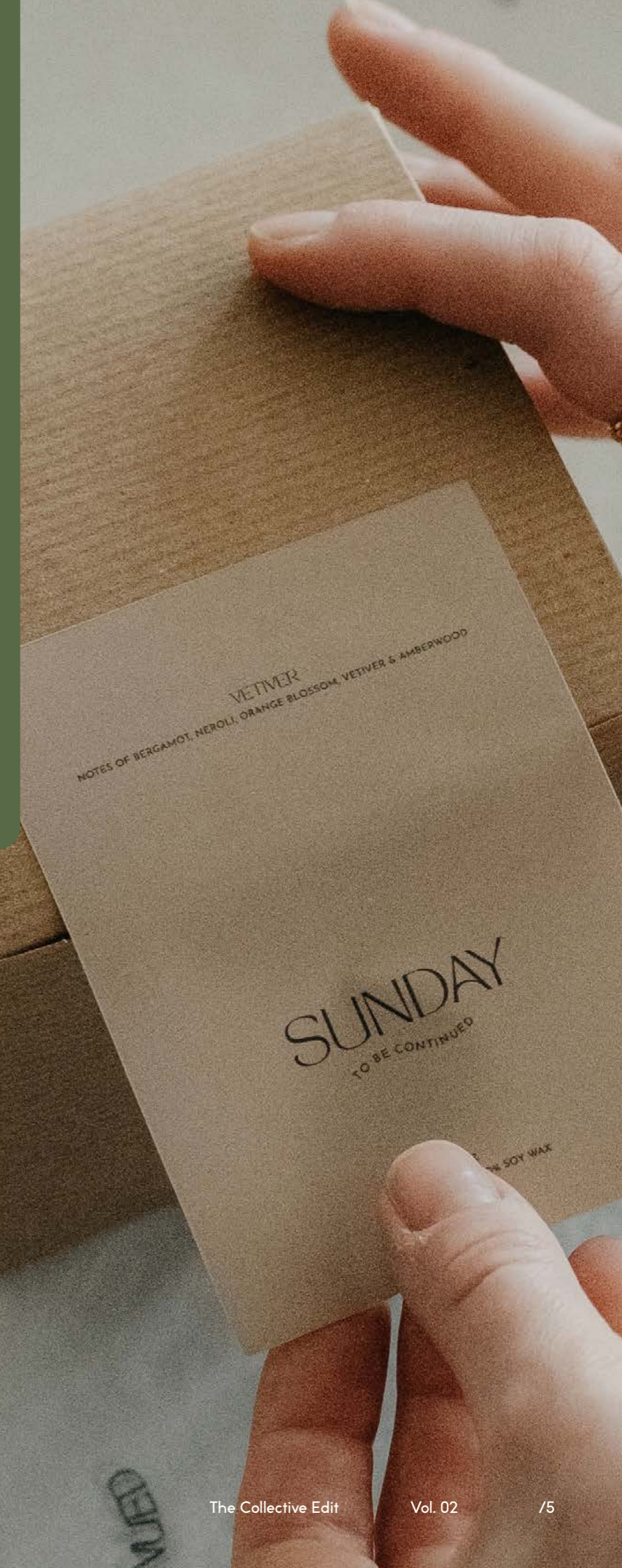


“

*We view sustainability not just as an environmental catch-cry but rather a way of doing business. Respect not just for the planet and our forests but also our staff, suppliers, local communities and our customers.*

”

*-Luke Wilkinson  
CEO, Ball & Doggett*





# Sustainable Media Supporting Sustainable Storytelling!

*Australian made rigid boards available through Ball & Doggett*

**We are seeing a fundamental shift from plastic to fibre based solutions and a growing trend by larger retailers to switch to more sustainable alternatives.**

The momentum is continuing for businesses to reduce their carbon footprint and use environmentally sustainable and recyclable media that has previously been produced on plastic substrates such as foam boards. Consumers are demanding more of brands, these cries are being heard with printers also responding doing their due diligence.

Ball & Doggett pride ourselves on the partnerships we have in the market to support these conversations and deliver products that create solutions.

The market is also currently experiencing major supply chain issues from overseas as well as rising resin costs for plastic material which is paving the way for more cost effective fibre based solutions that consumers and brand custodians show a desire for. One of Ball & Doggett's solution to addressing the sustainable media demand is called Envirocore Board.

Plastic waste is a growing concern and by using this board as an alternative the conversation for you the print supplier or brand becomes one around reducing impact to our planet.

Envirocore is a fully recyclable rigid substrate, manufactured from reusable, renewable and 100% recyclable paper. Equally important to the environmental aspect of this board is supporting local manufacturing. This board is manufactured in Australia, keeping locals in jobs.



## **Sustainability in Action at PACPRINT Exhibition 2022:**

Envirocore was the perfect solution for

Ball & Doggett when we initially spoke about the design for our stand at PACPRINT in June 2022. Our team along with the cool crew at Resolution Imaging collectively designed, curated and delivered our stand built from Envirocore board with great success!

We were pretty chuffed with the responses and comments from our visitors to the stand that demonstrated a point of difference, function, form and at the heart of it, sustainability.

Our goal was to demonstrate Sustainability in Action and we believe we achieved just that. Not only was our stand walls and tables constructed using this product, we pushed the boundaries and invited fun and created an experience. The table tennis table was a must have that was extremely well received by all that visited our stand during the 4-day show.

Here's the cool part, 95% of our stand has been dismantled and placed in recycled bins. The green bins noted in these images is part our extensive waste recovery process at our Braeside, Victoria Converting site. The largest of it's kind in Australia.

Ball & Doggett loves good vibes and bringing our industry together. Having the table tennis table as a central meeting spot was a great way to see the healthy competitive spirit that is our industry. We didn't want to tease folks with the table so we made more and gave away 1 each day through a competition we held during the show.

## **Huge shout out goes to our competition winners:**

1. **Simon Fitzgerald**, Invicium
2. **Kellie Northwood**, The Real Media Collective
3. **Mitch Lugg**, Signific
4. **Tomas Lorenc**, Harry the Hirer

Congratulations and it looks like lunch rooms will never be the same again. GAME ON!

## The need to know about Envirocore:

It's incredibly stable and robust due the hexagonal built-in core and thick outer print-facing surfaces.

- Available in both 10 and 20mm thicknesses, with either a white or kraft print surface.
- This substrate can be printed on both sides on any UV Inkjet or HP R2000 Latex flatbed device.
- It is positioned economically and is a viable alternative to Foam Board, Foam PVC and expensive inverted corrugate boards.
- Has excellent lay flat printability, a versatile product and can be applied across a number of applications.
- Diverse application possibilities including hanging signage, exhibition stands, furniture builds, shop fittings, mounting applications and so much more.

Envirocore Board closes the loop from manufacture to end of life. The substrate can be placed in any paper/cardboard recycling bin making it easier for users to dispose of responsibly.

As a key distributor to the signage market, Ball & Doggett continues with it's core service value - *making it easy for our customers*, together with our local manufacturing supply chain we can offer fast ex-stock turn-around time.

For additional information about Envirocore Board or other signage material from Ball & Doggett please contact us on: 1300 024 749 or visit our website at: <https://bit.ly/3Q5EkjB>



Article by Rob Brussolo, National Manager – Sign, Display & Digital



# spec22

Sustainable Print Education Conversation

## The Conversation: Sustainability in Action

Ball & Doggett proudly produced our first sustainability event at PACPRINT 2022. SPEC22 – Sustainable Print Education Conversation – ‘Sustainability in Action’

Collectively as society moves towards committing to being change makers a central question is addressed:

*How can we reduce our impact on the environment, increase social stewardship and economically thrive, through our daily practices?*

Ball & Doggett’s focus for this event was to provide practical steps for print service providers to gain knowledge on where they could start within their own businesses. Creating action steps to introduce sustainable practices within businesses.

Many print service providers are facing new market challenges around shifts in buyer behaviour and expectations and how we as an industry in turn defines sustainability. The age of the conscious consumer is upon us and as businesses our response to the sustainable pathway or transition plans is an everyday conversation.

As corporate Australia continues to pursue sustainable policies within their organisations, print service providers will need to adapt, be more transparent and authentic in order to remain relevant to their customers.

I was thrilled to facilitate our specialist panel:

- **Mardi Brown**, Co-Founder, PonyUp for Good
- **Charlton Hemingway**, Managing Director, Work Works
- **Phillip Mariette**, The Real Media Collective, Operations Manager
- **Joe Foster**, O F Packaging & Close the Loop Group, CEO

Our panellists delivered key insights on where to start, what are the considerations in business and how to be that supply

partner for customers providing the solutions that in the past has been perceived to cost you more.

### Snap shot of discussion:

#### Mardi Brown:

- Brand – Define who you want to be.
- Culture – Set goals and encourage team involvement
- Commercial – Winning new work as a result of sustainable practices along with recalibrating supply chains.

#### Charlton Hemingway:

- Sustainability is about value.
- It tells the brands/business story authentically.
- Tailor briefs to articulate a solution that suits the client outcome.

#### Phillip Mariette:

- It’s about the holistic conversation and how it can impact your business.
- Identify pain points and create through the lens of sustainability new ideas, new rules.

#### Joe Foster:

- Be active in your industry
- Key focus – How to get the best performance, efficiency and low cost.
- How to drive sustainability and reduce waste.
- Conscious consumers are demanding sustainable options and practices
- There is a trade-off and balancing act to achieve sustainability and outcomes.

Ball & Doggett is Australia’s largest distributor of printable materials and consumables. We are committed to a more sustainable future. Our products and services are evolving and a key consideration is ensuring we meet our own sustainability criteria and educate our customers on how they too can prosper in this new world. Businesses of all sizes in our industry are on their transition pathway making commitments to reducing environmental

### Meet our Panelist:



**Mardi Brown**  
Co Founder,  
[PonyUp for Good](#)



**Charlton Hemingway**  
Managing Director,  
[Work Works](#)



**Phillip Mariette**  
Director,  
[The Real Media Collective](#)



**Joe Foster**  
CEO,  
[O F Packaging & Close the Loop Group](#)



impact. Some do not know where to start. It’s about educating internal and external stakeholders on why sustainable practices is simply good business.

What is echoed throughout industries is the need for a collective approach. Sustainability can no longer be just a fad word that is thrown around without truly understanding how businesses define it for themselves.

Once defined, taking action is a responsible business decision to explore how to be the change steward and innovator.

Ball & Doggett extends our thanks and

appreciation for our guests that attended our inaugural sustainability event. A huge thank-you to our panellists, exploring the ‘Sustainability in Action’ and how print service providers consider how you look at your businesses tomorrow.

The video for the event is available via our Youtube channel. Check out the link <https://youtu.be/hhuFwQ4C58M>

If you would like to discuss your sustainable pathways, please connect with [zaidee.jackson@ballanddoggett.com.au](mailto:zaidee.jackson@ballanddoggett.com.au)

Article by Zaidee Jackson,  
National BDM – Sustainable Packaging

# Spotlight:

## Peter Hansen



### 1. Peter Hansen, How long have you been spreading your good vibes in our industry?

I began my paper journey at Spicers Paper in 1996 and worked there for almost 10 years in a variety of sales roles. The next phase of my paper journey started with K W Doggett in 2005, working there for just over 10 years in a Sales/BDM with printers, print management companies and advertising agencies.

I took a leap of faith and purchased a Wide Format manufacturing business with a staff of 12 people. After a good crack and just over 12 months I decided to sell the business. The lessons were invaluable learning about wide format manufacturing and people in general. I came to terms with the fact I didn't enjoy manufacturing.

The K W Doggett family welcomed me back in late 2016, employed me in my current role as a National BDM Manager (just before the Ball & Doggett merger), concentrating on print management companies, advertising agencies, government departments and end users in the wide format, POS, Sign, Display and Visual space

### 2. What are a couple of key aspects to your job that you love?

- The constant education on sustainable solutions is a key driver for me, as my customers want and need this education and information. The sustainability challenges are now greater than ever with POS substrates. This platform also provides a greater opportunity for me to present to my customers, as they now demanding sustainable and recyclable solutions.

- For me to be relevant and be adding value to my customers, I need to be constantly aware of current and changing sustainability criteria's, wants and needs.
- I love the face to face contact with a variety of people, industries and business, as this provides me with the opportunity to learn from other people and grow as person.
- I love that I always need to be honing and improving my presentation skills. For a presentation to be successful and effective, the customer needs to be engaged, invested and emotionally connected as they process the message.
- Looking at new opportunities with new customers, new products and new industries

### 3. Apart from being the literal rock star we know and love, tell us about your passion in the fitness arena?

Apart from being a major Rock N Roll star in this country, fitness is my driver and keeps me sane. I train Monday to Thursday nights at 5.30, Tues, Wed and Friday morning at 6am and Sat and Sun morning at 8am in a Boxing/Muay Thai/Kick Boxing gym. I run the boxing/Muay Thai fitness classes at night, including sparring with other gyms, and the morning sessions are personal training /"one on one" classes. The training provides me with the energy to be productive and stay focussed.

### 4. What is it about working at Ball & Doggett that you value most?

From the top down, management continually inspire and provide the opportunity for staff members to grow, improve and flourish.



I love the comradery and friendship between all staff members across all divisions of the business.

The expertise, experience and knowledge throughout the B&D business makes my job a lot easier.

I truly value the B&D corporate spirit, mission and principals, as I witness them put into practice every day. With management leading the way by example, making B&D an enjoyable, exciting place to work.

### 5. Share some facts about you that not many people know?

I am now a fully accredited boxing judge with Combat Sports Victoria, Boxing Australia and Australian National Boxing Federation. Having these accreditations means these organisations will fly me around Australia to judge title fights on occasions. I have already judged four Victorian title fights since April this year.

I am the eldest of 7 children, and I am the most normal of the seven. What does that say about the other 6?

### 6. What is your message to customers in regards to exploring sustainable product choices?

- Have my customers understand that we need to change and adjust human behaviour to make a difference, and we all have our part to play.
- Have a discussion related to sustainability in the design phase of a job.
- Ask the question, "How can I guarantee this substrate will not end up in landfill once finished with?"
- Need to think about the condition this generation will leave the planet in for the next generation.
- In every substrate choice, use the language: **REDUCE, REUSE, RECOVER, RECYCLE, RETHINK.**
- Make sure my customers understand the choices available when selecting a substrate when it comes to sustainability.

Peter Hansen, National Business Development Manager - Corporate  
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Ball & Doggett lead the way with

# Australian Made Products



According to research by Roy Morgan, 89% of Australians believe more manufacturing should be undertaken in Australia. This was highlighted during the COVID 19 pandemic, evidenced by the changing buying habits of businesses and consumers.

Ball & Doggett are proud to be associated with local manufactures and recognise that having goods locally produced means we keep jobs in Australia and avoid supply chain 'noise' associated with products sourced overseas.

Australian Made week (Monday 6th to Sunday 12th June) is an opportunity for Ball & Doggett to showcase the amazing stories behind Australian made brands like: Doggett Labels, Envirocore Board, Shark Skin, Claycote, Crocodile Board, Koala Kraft, D Board Plus, Botany, Jiffy and April.

Doggett Labels are proudly made onsite at Braeside, Victoria. The pre-cut labels are available in a variety of shapes and sizes and can be used for all label applications and purposes. Additionally Doggett Labels can be customised to suit specific needs, are converted and shipped in a timely manner.

Envirocore Board is produced by a family run business in Lithgow, NSW. The family had a vision to create a substrate that was environmentally sustainable and to help customers meet and exceed their environmental impact reduction goals. Envirocore Board is a fully recyclable rigid substrate made from re-useable, renewable and 100% recyclable paper.

"We have seen Envirocore Board grow from strength to strength since the products launch and it is attributed to the quality of materials used, fabrication and the relationship we foster with our supply partners to build and refine medias to meet customers' demands" said Rob Brussolo, General Manager – Sign, Display & Digital, Ball & Doggett.

Shark Skin Wet Strength Board and Shark Skin Outdoor Display Board is a collaboration between Ball & Doggett and a local manufacturer in Victoria. Both products are 100% recyclable and bridges the gap between sustainability and cost effectiveness.

Shark Skin wet strength board is the perfect solution for humid and wet environments, its wet strength characteristics reduce the risk of the board bowing and warping in challenging environments.

"Envirocore Board, Claycote and Shark Skin all carry great Australian 'manufacturing' stories for the sign, display & digital market and we are pleased to partner with local manufactures to keep jobs in Australia" said Rob Brussolo.

For more information about Australian made products distributed by Ball & Doggett, <https://www.ballanddoggett.com.au/products/australian-made/>

Article by  
Que Nhi Makar,  
Marketing Executive



Grange Offset



CLAYCOTE

ONYX

DOGGETT  
LABELS



# Sustainable Considerations

*for your next Print Project!*

I'm sure most of you will agree that we have seen a monumental leap in the considerations taken when sustainably sourcing materials for printed projects. When I first started as a part of the paper and print industry nearly twenty years ago, most enquiries relating to specifying a paper was finding out which of our the papers were made with recycled fibre. As simple as that!

Let's quickly go through some of the key areas to look at when going through the options with a client. First educate your client on the facts available to you and ask what is most important to them based on the message they want to convey to a wider audience through their stock selection.



## Fibre Source

**Q.** Recycled or Virgin fibre?

**A.** Both!

Paper made with recycled fibres use an available resource and in turn diverts waste from landfill. Keep in mind that recycled fibres are not infinitely recyclable as the quality of fibre degrades each cycle. Virgin fibres are needed to replenish and maintain quality of recovered fibre in circulation. In turn this enables the strength, quality and availability of product to be maintained in a sustainable manner. FSC or PEFC certified virgin fibre is sourced from managed plantations, these production forests protect existing natural forests from illegal logging practices. By choosing to use an FSC or PEFC certified product you are supporting a resource that is responsibly managed, sustainable and 100% recyclable. If you are using an FSC or PEFC certified printer you are able to use the appropriate logo from the certifying body for use on your printed piece.

In essence, choosing a paper made from recycled fibre or responsibly managed production forests are equally great sustainable paper choice as you are contributing to the "cradle to cradle" circular economy created by the pulp and paper industry.

### Environmental manufacturing accreditations

- Environmental Management Systems (EMS) - ISO14001
- Made or certified Carbon Neutral

Most of the mills from which B&D access our stocks have an EMS system such as ISO14001 which is an international standard of continual improvement of manufacturing processes. This accreditation is strongly regarded in the industry as a mark of a reputable and responsible commercial operation. Papers that carry the made or manufactured

Carbon Neutral certification have had their total production of greenhouse gases calculated and then offset through carbon-credits. The European pulp and paper industry is also the biggest single user and producer of renewable energy in Europe, with 62% of its primary energy consumption coming from renewable sources (Cepi, Key Statistics, 2021).

## Cradle to cradle solution

**Q.** Recyclable?

**A.** Yes!

Many of our fibre-based products offer a sustainable solution as by their very nature, these products are made from a resource that is truly renewable and 100% recyclable. We already have the recovery process in place with paper & cardboard products through regular council kerbside recycling collection. The paper-making industry is constantly promoting recycling and looking to improve the recovery of fibres and making the process more efficient. In Europe the 2030 target of 90% recycling rate (4evergreen, 2021) is forecast, at 2018 this figure stood at 83% (Eurostat, Recycling rate of packaging waste by type of packaging (EU28), 2018).

## All of the above?

**Q.** Can I please have a paper that is 100% recycled, FSC certified, made Carbon Neutral and recyclable?

**A.** ecoStar+ 100% Recycled & Impact 100% Recycled!

## The bigger picture

Each day we are seeing and hearing of organisations and companies taking the step towards more sustainable choices with the materials they use as a part of their products, packaging and communication. Bayside City Council's identified

their corflute signage as area to improve on and approached Ball & Doggett for a solution. B&D have recently developed a revolutionary brand new product, Sharkskin Outdoor Display Board that answered the important issues that Bayside City Council wanted to address. The creation of this Australian Made, fibre-based 100% recyclable screen-board is actively disrupting the status quo of plastic corflute board used for short-term outdoor signage.

We had a little chat with Chris O'Neil from Bayside City Council to discuss the conversations around transitioning away from corflute to Sharkskin Outdoor Display Board.

**Q.** How did the initial conversation start with Ball & Doggett when you identified that you were looking at replacing your corflute with a more sustainable substrate?

**A.** Organising samples to be sent to two local signage companies, so they could trial the product on their printers.

**Q.** Can you please tell us what sort of signage you are using Sharkskin Outdoor Board for?

**A.** A mixture of signage that's generally A1 in size and installed on star pickets or zip tied to a fence. The signage promotes Council events and community updates.

**Q.** How did you manage the recycling of the boards when they need to be updated?

**A.** The print quality seems good. The signage company is responsible for the recycling of the Sharkskin boards.

**Q.** What sort of feedback have you had from internal and external stakeholders regarding the switch from corflute to Sharkskin Outdoor Board?

**A.** All staff I have spoken to about the Sharkskin outdoor board are very keen and happy to stop using corflute and use the Sharkskin instead. The feedback has been positive.

**Q.** Now you have been a part of initiating an amazing transition from corflute to a recyclable and fibre-based solution, as a designer how does it feel working for Bayside City Council where they are actioning a sustainable plan?

**A.** It's nice being able to help make a difference by using less plastic and supporting Australian manufacturing.

If you would like to learn more about our sustainable products for your next project please email me: [liam.fish@ballanddoggett.com.au](mailto:liam.fish@ballanddoggett.com.au)



Article by Liam Fish, Victorian Business Development Manager



# Formakote™

## The complete package

As Australian businesses continue to recover from the global pandemic, the challenges of supply chain remain a significant issue for SMEs with more than one in four citing supply of stock as an issue for their operations, according to new research from NAB.

Consumers are now all too aware just how fragile supply chains can be in the face of a health crisis, natural disaster or international incident. Ball & Doggett is certainly not immune from the pressures of global supply chain disruptions when sourcing materials from offshore locations.

Strong relationships with local suppliers can help ease the effects of global pressures and minimise supply chain disruptions. Our enduring partnership with Whakatane Mill Limited – the region’s only carton board manufacturer – has allowed us to do just that, to the benefit of our customer base.

We caught up with Brett Keen, Sales Manager ANZ, Whakatane Mill Limited, at PacPrint, during his recent visit to Melbourne, to chat all things Formakote™ – the iconic carton board range – and present him with our newly created swatch book.

Formakote™ is our safe, flexible and sustainable carton board product, manufactured with unparalleled expertise by the FSC certified mill, located on the east coast of New Zealand’s north island.

“We recently reintroduced our folding box board range under the Formakote™ banner, offering four board types, Natura, White, Spectra and Sherpa,” explains Brett Keen.

“Formakote™ is produced to the highest quality, for optimal performance and the greatest product safety. It is made with a 3-layer structure that combines locally produced virgin kraft pulps and mechanical fibres. They are clay coated to meet the requirements of end users such as FMCG, beverage carrier boards and food services.” Brett added.

Formakote White, Natura and Spectra all comply with stringent food contact requirements.

The Formakote™ family covers four distinct carton board grades:

### Formakote™ White

Whether it is packaging for Quick Service Restaurants or Supermarket shelves, Formakote™ White is the ideal choice, and has an inherent grease resistance layer for food service end users. For more information on our full range: <https://bit.ly/3OTgq9Y>

### Formakote™ Natura

For your everyday packaging needs, Formakote™ Natura provides great value and performance. Available as hard sized for chilled food, and can also be supplied with grease resistance. For more information on our full range: <https://bit.ly/3SnqLh9>

### Formakote™ Spectra

When strength and stiffness are critical, Formakote™ Spectra covers all the options and can be supplied with grease resistance. For more information on our full range: <https://bit.ly/3SeJZ8V>

### Formakote™ Sherpa

As the name implies, Formakote™ Sherpa is tough and durable for any carrier-board application. Sherpa has high wet strength attributes, important for wet or chilled environments. For more information on our full range: <https://bit.ly/3BDDyGm>

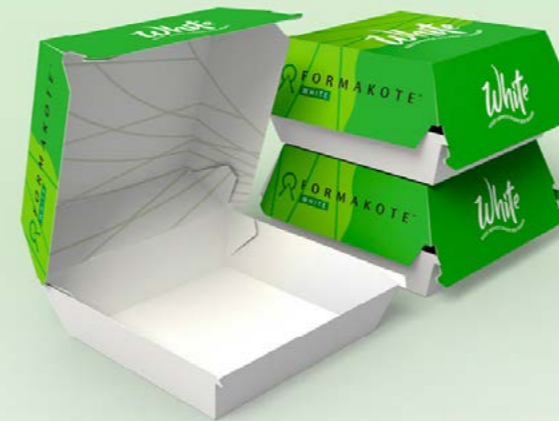
Ball & Doggett are continuing to see a very high increase in demand for our fibre-based products as more brand owners seek substitution solutions for plastic packaging, where fibre-based alternatives are fit for purpose.

Brett echoed this trend by adding, “It’s something we’ve seen from the outset at Whakatane Mill, after we moved away from producing liquid packaging board back to carton board, we’ve experienced an immediate and significant increase in demand for our products.”



Article by Josh Gleeson  
Marketing Executive

### Formakote™ White



### Formakote™ Natura



### Formakote™ Spectra

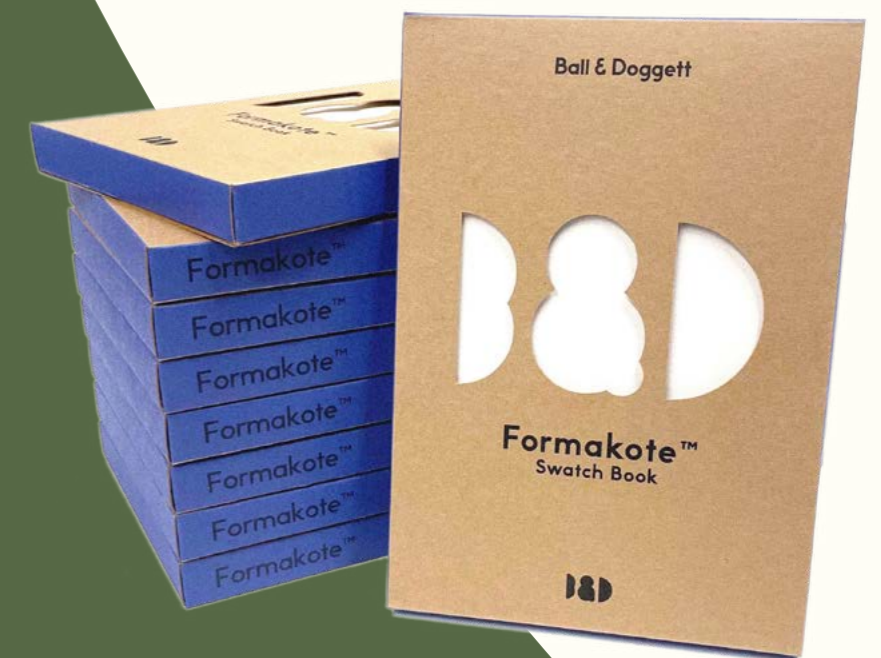


### Formakote™ Sherpa



## The Formakote™ Swatch Book is available now

through your local Ball & Doggett representative.



# Doggett Labels

## For all Applications:

Doggett labels is an iconic brand in the Australian printing landscape.

The range of sheeted, die cut, self-adhesive solutions has been consistently growing for over a decade and provides a broad scope of solutions across many labelling applications.

Our customer base expects reliability, innovation and versatility from our offering, and all business decisions that impact the Doggett labels division reflect these requirements.

We hold substantial inventory of parent rolls for our eighteen standard stock lines. Our library of standard cutting dies is ever increasing and we produce our product locally in the Braeside, the largest converting facility in Australia, based in Melbourne's South Eastern suburbs.

The flexibility to mix and match from the options of face stock, adhesive type and the cutting die templates available means we can service most needs promptly. When a customer's requirements fall outside what is already available, we can produce customised cutting dies to exactly meet that need."

The pillars of sustainability are understood to be actions that impact us socially, economically and on our environment. Doggett labels is doing a number of things that contribute in a positive way towards a sustainable model.

**1. When redeveloping our packaging, addressing how to be present more sustainable experience through our packaging was a key focus.**

Our standard packaging is printed inside and out. This offers our customers who print, the option of turning the original packaging inside out and reusing and or re-purposing the packaging for on shipping to the end user.

**2. If we notice a customer repeatedly purchasing smaller quantities of the same items, we work with them to do things differently that lead to economic and environmentally positive outcomes through a larger packaging option.**

With less orders raised, fewer invoices generated and less vehicles delivering product through the course of a month, the environmental footprint of these transactions is decreased.

**3. The Ball and Doggett i\_Consignment program allows inventory to be held on site at customers, with consumption and replenishment of stocks monitored based on a min/max stock threshold with top ups automatically generated.**

When used correctly, i\_Consignment results in faster turnaround times for clients who have the right floor stock readily available.

**4. With fewer deliveries required through the use of this inventory management system, there is a tangible reduction in vehicle emissions.**

The market is demanding face stock options that are either recyclable or have traceability. We include in these options a 100% recycled brown Kraft face stock.

**5. Customised flexible metal cutting dies with specific requirements for an application can (and regularly do), have a multiple label shapes and sizes on the one sheet. The benefits of this are numerous, with reduced waste the most obvious.**

In the case of a series of labels that are required to follow a person or product through a series of steps in a process, this concept works very well.



An example of this may be an A4 sheet with different label sizes allocated to a client being admitted to an institution. This could include a larger label for recording client details on a master file, coupled with smaller label sizes for blood test vials and personal property packaging closures.

The use of labels in short to medium run packaging applications, as opposed to printing directly onto the packaging, has merit in some instances. Where multiple SKU's embracing a standard packaging type are being manufactured (think single serve soup meals in plastic containers), the minimum quantities required to tool up for direct printing of multiple variables can be cost prohibitive for small manufacturing runs.

Small business would rather avoid locking up cash unnecessarily on printed containers that may take lengthy times to use. In such a circumstance, sheets of die cut shapes in one or more design can be used to brand the products if and when required.

Our range of standard cutting die templates can be found on the Ball and Doggett website.

If requirements are not able to be met through an existing die in the library, we can work with the customer to produce a customised solution.

Our hope is that this article make you question you current buying practices. We welcome further discussions with you to ensure that you are working to achieving your businesses and that of your customer's sustainable goals.

Get in touch with Roger Gee our at [roger.gee@ballanddoggett.com.au](mailto:roger.gee@ballanddoggett.com.au)



Article by Roger Gee,  
National Manager Doggett Labels



# A Collective Industry Win!

*'From our Family to Yours', A collection of Recipes and quotes on Optimism.  
A cookbook that keeps us connected WINS GOLD*

Ball & Doggett are thrilled to share with you that we celebrated success along with Southern Impact at the recent 39th National Print Awards, held at Melbourne Convention Exhibition Centre, Thursday 30th June 2022.

This project was created to celebrate resilience, fortitude, the spirit of industry and partnership. The cookbook houses recipes as shared experiences of our Ball & Doggett team members and their families.

Our project team created a publication with heart. The cookbook was presented as a gift to both customers and our national team. A token of thanks at Christmas 2021 for their resilience, commitment and passion to our business.

Huge thank-you to our supply partners who made this cookbook something special.

A huge congratulations and shout out to:

- Southern Impact, Melbourne, Australia for winning out GOLD, National Commercial Print
- Courtney Newman, Ball & Doggett, GOLD, National Designer of the Year

## Full List of achievement

Victoria State Category –  
Gold: Commercial Print – Southern Colour  
Gold: Designer of the Year – Courtney Newman  
Gold: Multi Piece Promotion & Campaign

National Awards:  
Gold: Commercial Print – Southern Colour  
Gold: Designer of the Year – Courtney Newman  
Bronze: Multi Piece Promotion & Campaign

Suppliers, Partners...who needs them?  
Every single one of us!

We were thrilled embarking on this project with our production partners. Gary Bowles from Arjowiggins Fine Papers came on board the moment we pitched the idea as our sponsor along with our print partner Southern Impact, Rod Dawson and Heath Nankervis.

We would like to acknowledge Kellie Northwood, CEO of The Real Media Collective for celebrating with us on this project and providing the forward in our publication.

It is an unapologetic celebration of print and what it offers us.

Thank-you to each and everyone that contributed to this project, this win is a collective industry win.

For your very own copy head over to Pedigree Paper, the retail division for Ball & Doggett.

You can purchase this award winning cookbook for AUD\$15 +gst  
<https://pedigreepaper.com.au/order-inspiration>



Article by Zaidee Jackson, National BDM – Sustainable Packaging



## A special note on Courtney Newman:

We are so proud of our Courtney on this spectacular achievement and want to take this moment to recognise her for her creative execution on all of our Ball & Doggett work. This acknowledgement celebrates her continued success within our business. A dream creative to work with, expressing briefs through her lens, collaborating with consideration and articulating design for various market channels with ease.

Our business celebrates you, Courtney! Congratulations!



## Join our team

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At Ball & Doggett our future is based on developing new products and services that makes print service providers efficient, profitable and sustainable.

Ball & Doggett is Australia's largest distributor of printable materials and press consumables but in order to continue to improve, we are looking for awesome people to join our team.

[ballanddoggett.com.au/careers/](http://ballanddoggett.com.au/careers/)

Ball & Doggett

The  
Collective  
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