

4 MILLION SHEETS, 40,000 MILES TAKEN OFF THE ROAD AND A WHOLE LOT OF PAPER NOT GOING TO WASTE

BBB Industries, LLC



Case Study

A portion of the 17 million parts that BBB Industries produced in 2022 were Hydraulic power steering rack & pinions, power steering pumps, and power steering gears. To aide in the installation of these parts associated informational sheets such as technical bulletins and critical procedures are provided. This information is not only helpful but also necessary to ensure that the power steering system operates properly. When a special operations team was established to focus on cost reduction measures and environmental impacts, they investigated these 4 million informational sheets that were being printed each year. For each individual product, the printing of a single sheet of paper may seem small, however, scaled across all hydraulic products, this was a large cost for the business unit and the environment.

Going directly after both issues at hand and after multiple rounds of discussions on how to decrease paper usage, the team decided to utilize an existing QR code on the call before return tag that was already being attached to all hydraulic steering products which directed the end customer to an online landing page. This page would detail part specific technical bulletins, videos, installation instructions, and critical procedures exactly the information the customer needed and even more content than a static sheet of paper.

Furthermore, the transition away from 4 million sheets of paper not only saves money but also avoids 17 metric tons of paper production emissions. This is the same quantity of avoided emissions as taking 40,000 miles taken off the road, not to mention the vast amount of waste kept out of the local landfill.

The team considers this project a success in both economic and environmental terms and is investigating the expansion of the project to the turbo product line and other BBB Industries products.

References

Environmental Impact Math: 4 Million Sheets Saved

4.29 gCO2/sheet of A4 paper (Source: Comparison of methodologies for estimating the carbon footprint e case study of office paper Ana Cláudia Dias, Luís Arroja Centre for Environmental and Marine Studies (CESAM) and Department of Environment and Planning, University of Aveiro, 3810-193 Aveiro, Portuga) 17,160kgCO2 = 17.16 MtCO2 Avoided*