

## European Energy benchmarking Graphic Media, now within reach for your company: Take a look at [www.eeei.info](http://www.eeei.info) !

Nowadays our living conditions are often in the news. Also the ever increasing demand for energy. We all know well that the care for our energy supply is becoming more and more a concern. In many countries energy supplies are not always taken for granted as before and the energy costs are continuously rising. This surely goes for our graphic media industry.

In connection with an important European energy study (in which < NAME INDUSTRY-ORGANIZATION > and the European industry-organisation Intergraf are concerned) it is for graphic media entrepreneurs - like you - easier to compare your own energy consumption with that of colleagues in other countries. Just fill in the Energy Benchmark Analyzer Graphic Media (E-BAG) at [www.eeei.info](http://www.eeei.info).

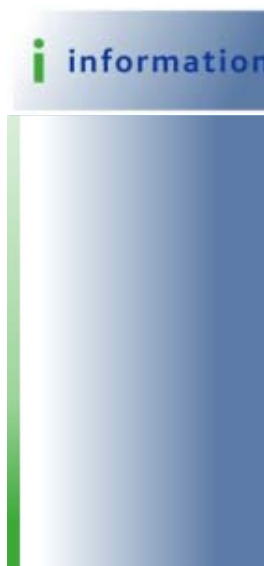
Energy is a fundamental compound for our (economical) society. Over the last few decades, the energy sector has changed drastically. The ever increasing demand for energy sources, soaring oil prices, uncertain energy supplies from some areas of the world and fears of global warming are all challenges that are currently the subject of intense debate. Maybe we should thank Al Gore for his contribution to foster environmental awareness all over the world. The fact is: we must act now! When you look into the energy figures of the graphic industry it appears that our fine industry could do a better job . . .



As the figures show every year our total energy consumption is increasing. This means that all the individual entrepreneurs should look into their own company in search for energy savings. For sure, this is not an easy job for entrepreneurs. Especially when managers are struggling to survive in a very stressful industry like ours. But help is on its way!

### Your personal toolbox: the *E-BAG*

Organizations in five European countries – including < NAME COUNTRY > – , working together in a European EEEI project, created a toolbox especially made for entrepreneurs in the Graphic Media Industry helping them to make a start with energy reduction. This toolbox – named the *Energy Benchmark Analyzer Graphic Media*, the *E-BAG*, will help you in a very simple way to analyze the company's energy consumption in comparison to your colleagues/competitors in the industry. For the managing directors it is always good to know if you do better or worse in your specific production sector. There never is a better motivator for a SME to perform better, than his competitor. Is there?

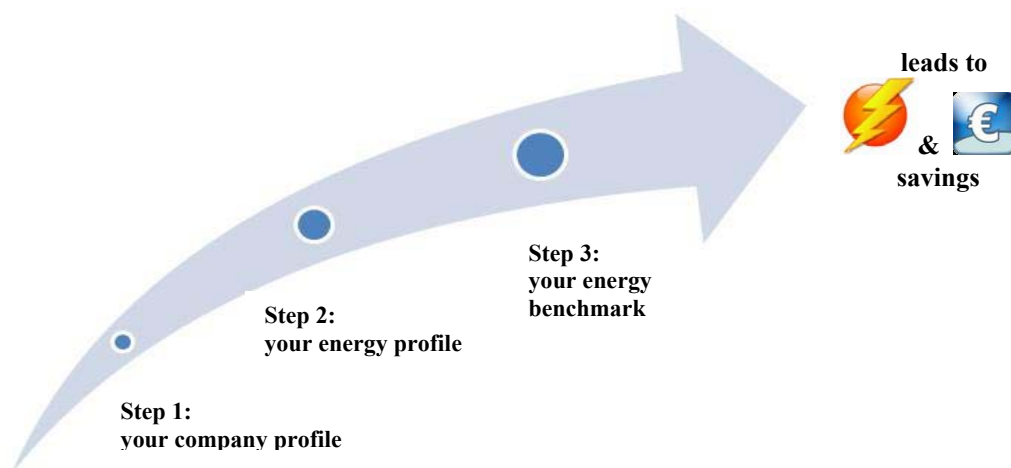


The goal of this web-based benchmark is primary to help the SME's to make energy efficiency a bigger part of the policy of the companies inside our sector. Through this tool, companies can gain insight into their relative performance in the field of energy consumption, allowing them to compare themselves to colleagues in the sector. The tool was built to require only that core company data which is needed to provide the required output. After entering the relevant company and energy use data, the company can see its relative position as scored on several key indicators, such as the amount of energy use comparing to the amount of kg product or energy costs per m2 floor area. At the end all the results can be easily read by the entrepreneurs in a practical management report: the *Generic Benchmark Report*.

Companies that got stimulated to investigate possible energy efficiency in more detail have the unique possibility to follow up on this generic bench-mark with a more thorough specific analysis, performed by an energy consultant. This new phase will result in a more *Specific Benchmark Report*, that will contain detailed specific energy measures (part of a *European Energy Measure list*), to be implemented in your company for more energy efficiency and a higher economical benefit.

### Your personal benchmark in 3 steps:

The key question is: is energy management also on your management agenda? How does your production process perform in comparison to our environment? The answer is plain and simple: walk through the 3 steps of the Generic Energy Benchmark Graphic Media (shown below) and you get your answer.



### Got interested? Join now !

We challenge you to go to [www.eeei.info](http://www.eeei.info) and benchmark your company's energy consumption, in comparison to your colleagues in the sector, by following the 3 steps shown above. We wish you success and a prosperous environmental balanced future.

On behalf of the **eeei** Project Team:

< Name contact person and partner >

< e-mail address partner ☎ telephone number partner >