

Case Study:

Sustainable Solutions for the Trade Show and Events Industry



In May 2018, Shepard became the first general services contractor, providing print along with other services, to achieve SGP certification. As a trade show and event management provider with eight locations throughout the United States, Shepard's SGP certification brings sustainable solutions to event organizers and exhibitors on a national scale.

The trade show and events industry produces 600,000 tons of garbage each year, second only to the construction industry in terms of waste produced. Marketing collateral, booth designs, "swag", and other materials, often produced in ways that are damaging to the environment, go on to become landfill fodder when the show is through.

Driven by a passion for the environment and a desire to promote the long-term well-being of its employees, customers, and society, Shepard decided to take action against this growing problem. The company adopted a three-pronged approach to sustainability that includes:



A commitment to take action to reduce the environmental impact of its activities



A commitment to provide clients with the expertise, products, and solutions that help them achieve their own sustainability objectives



A commitment to provide Shepard employees with an environmentally conscious workplace

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Sustainable Printing Practices Reduce Customer Costs & Meet Demands for Corporate Responsibility

As a result of Shepard's commitment to offering sustainable solutions to the event management and buying industry, the organization has been able to reduce operational expenses and pass those savings on to consumers.

While customers across all industries are moving toward sustainable solutions, Shepard has seen a particular level of concern about both the waste of single-use materials and the environmental impact of inks traditionally used in printing.

Decreasing waste, reusing materials, and working with eco-friendly inks and substrates allows Shepard to attract a wide base of clients who are concerned about corporate responsibility.

A big part of this reduction in expenses involves storing and reusing trade show graphics over multiple years and events. This practice leads to both financial savings and a much smaller environmental footprint due to the conservative use of substrates, inks, and processing materials. Indoor air quality is significantly improved as a result, and landfill waste is reduced as well.

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While Shepard's commitment to its employees and customers is top priority, the organization is also pleased that its SGP certification will serve as motivation for others in the industry to adopt sustainable solutions. Shepard hopes that other general services contractors will see that recycling and choosing chemicals and inks that have a lower environmental impact is both responsible and cost-effective.

Additionally, Shepard hopes to demonstrate how trade show displays are installed and dismantled by encouraging other service providers to emphasize storage and recycling solutions over waste. The early responses to its efforts have been so overwhelmingly positive that they alone create a compelling case for sustainability from a financial and ecological perspective.

As a result of sustainable initiatives, Shepard locations have made the following achievements:



Atlanta:
35% decrease in energy consumption



Orlando:
Significantly decreased waste removal by increasing substrate recycling.

Company-wide:



An increase in office and warehouse recycling programs



Removal of inefficient fluorescent bulbs and replacement with LED technology

Is your organization ready to follow Shepard's lead and take the next step in corporate responsibility?

Discuss the benefits of SGP certification with our team at info@sgppartnership.org.