TRANSITIONING THE RECYCLED COPIER PAPER PRODUCT OFFERINGS TO HIGHER LEVELS OF POST-CONSUMER WASTE (PCW) AVAILABLE TO CLIENTS

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GOAL: To offer higher PCW (Post-Consumer-Waste) content paper at better prices to encourage their use:
- Negotiate better pricing on 50% PCW and 100% PCW paper;
- Make the new pricing known to UC Clients,
- Encourage UC Clients to convert to one of the higher PCW paper SKU’s; and
- Move the entire UC System from 30% PCW paper to either 50% PCW or 100% PCW paper.
GOAL: Negotiate better pricing on 50% PCW and 100% PCW paper:

- Worked with Boise, Inc. to lower the pricing on their current SKU’s of 50% and 100% paper and make it available through the current OfficeMax/Office Depot Agreement for Office Products; and
- Sourced a new Supplier, Georgia Pacific through the Office Depot product assortment which provided UC with another offering with strong pricing, (thank you Alex Butler from UCB!).
GOAL: Make the new pricing known to UC Clients:

- Put the new Pricing and the new Offerings into the Price File for OfficeMax/Office Depot;
- OfficeMax/Office Depot Account Executives at the Campuses made Clients aware of this offering;
- Campus Procurement Departments posted information on the new offering on their websites; and
- Conference call with Office Products Team to discuss the options and allow each UC Location to decide which product(s) they were going to promote.
GOAL: Encourage UC Clients to convert to one of the higher PCW paper SKU’s:

- Worked with UC Locations on their choice;
- Worked with OfficeMax/Office Depot Account Executives to ensure Supply of Paper SKU’s; and
- Began the process of implementation at UC Locations.
GOAL: To Move the Entire UC System from 30% PCW paper to 50% PCW or 100% PCW paper:
- Continuing the communication to all UC Locations;
- Developing “stories” from the UC Locations that have implemented to share with the others; and
- Encouraging complete conversion of all UC Locations not later than early Fall 2016.
What are you doing at your Campus that is working well?

What other ideas do you have for successfully promoting conversions to higher levels of PCW Paper?

Other Questions?
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