

## Doing more to consume less

How can businesses go green and reduce their carbon footprint? What has been the impact on your organisation of the global mission to help save Planet Earth?

**David Low**

**CEO**

**Futuristic Store Fixtures**

WITH businesses going global comes a greater number of miles covered in terms of sales reach and deliveries. Apart from best building practices, logistics play a big part in the green factor. It is a delicate balance, and even a challenge, to calibrate costs savings while minimising carbon footprint.

Sourcing locally may not offer the best savings but definitely helps to reduce carbon footprint, and shipping deliveries across the world is necessary for businesses in international trade yet it adds to carbon emissions. Preserving the environment is no longer just a simple effort but a strategic move that directly impacts the bottom line.

As a store fixtures specialist that uses MDF board as core material, we have our manufacturing facilities certified by FSC (Forest Stewardship Council) in an attempt to preserve the source forests. Serving a portfolio of renowned retail clients that are themselves green-conscious has spurred us to develop green initiatives as part of our corporate social responsibility.

These initiatives are upfront investments which may be accounted as costs in the short run, including remodelling of heaters to run on natural gas instead of diesel; engaging a waste management company to recycle and reuse materials; refurbishing a waste water treatment plant to effectively manage toxic waste; reusing wood cutoffs to construct pallets for use. These directives have added to costs of operations in absolute terms but we are certain the returns in the long run will be far more tangible in many aspects, including corporate goodwill.