

CREATE
YOUR OWN
**ZERO
HERO***
CASE STUDY

**BRUM BUSINESSES HAVE SAVED
MONEY AND REDUCED THEIR
WASTE – BUT DON'T JUST
TAKE OUR WORD FOR IT!**

* NO SUPERPOWERS REQUIRED.

1. Organisation name

Andesign Ltd (andesignuk.com)

2. Your name and job title

Andy Williams MD

3. Location

Sutton Coldfield

4. Number of employees

36

5. Area of business

Signage –graphics, print.

**6. Why did you sign up to the Zero Hero
Pledge Reel?**

It links in with what we're already trying to achieve.

**7. What has been done to reduce waste, improve
efficiency and become a business Zero Hero?**

Changed all lighting to LED lighting, with over 75% on passive infrared (auto lights) switched auto on/off. Reduced skip from open to closed, this means there's less water retention and reduces the weight of rubbish taken.

**8. Has there been a measurable improvement in
RR&R measures since signing the Pledge Reel?**

We've been continually improving since moving premises 2 years ago.

**9. Are there any other waste reducing measures
you're planning on introducing in the future?**

Putting together a 5–10 point programme to reduce materials wastage around the factory.

**10. Have your clients/customers/service users
responded positively to your dedication to
cutting waste?**

No, we don't publicise it.

**11. What would your top tips be for other
businesses to encourage them to reduce
their waste?**

They will save money by putting in initiatives, become more streamlined, it's made us a lot more efficient and we are continually trying to improve processes.

[†]Case studies may be promoted by Birmingham City Council and used in promotional material.