



SMURFIT-MBI BECOMES ISO 14001 REGISTERED

As a Millennium project, Smurfit-MBI of Winnipeg, Manitoba (formally known as MACMILLAN BATHURST) chose to become environmentally responsible.

Sixteen months ago, the Head Office in Toronto introduced the ISO 14001 registration process. "The Winnipeg plant gained certification in six months," stated Harold Korne, Quality Facilitator. "We wanted to demonstrate that environmental management improved efficiency through reduction and reuse of waste. We saw this as an essential component in meeting our customers' current and future requirements," noted Clive Morrison, General Manager.

In 1987, MBI started with the Total Involvement Process driven by service quality, creativity and the company philosophy – "Customers Determine Our Future." By 1992, through problem-solving processes, we became ISO 9002 registered and in 1994 upgraded to ISO 9001. International companies are familiar with ISO 9000 requirements considered a prerequisite of doing business.

In 1998, we scored 945 out of a possible 1000 points to gain certification with the American Institute of Bakeries (AIB), a housekeeping, pest control, adequacy of product safety, operational methods, personal practices, and maintenance of product safety standard.

Also in 1998, the company achieved the Silver Level Manitoba Quality Award from the Manitoba Quality Network (QNET) by passing a rigorous documentation and interviewing (site visit) processes.

ISO 14001 is not as well known as ISO 9000. In 1996, the ISO 14001, a voluntary environment management system (EMS), was started. With increased awareness, the program expanded, and today over 200 companies are registered in Canada. Peter Johnson, the unit leader for Quality Management Institute (QMI), says, "A rigorous EMS may reduce liabilities and insurance rates, improve government and company relations, and reduce operational costs."

ISO 14001 is a voluntary system. It does not replace regulatory compliance, but it demands that the key elements of measurement, training, awareness, and commitment are in place. This means, "You have to say what you are going to do, and do what you say," says John Butler, MBI's Production Manager. EMS can be integrated with established health and safety and quality management systems. Documentation of operational controls, required by ISO 14001, can be referenced through existing documentation and does not have to be recreated. ISO 14001 standard is based on employee involvement, legislative compliance, continuous improvement and employee communication.

Smurfit-MBI of Winnipeg looked at the environmental impact of its activities, products, and services. Objectives and targets were set followed by the processes to reduce environmental impacts. Reduce, Reuse, Reclaim became the spoken language of EMS. An example would be the placement of separation collection systems for inks, solvents, starches, strapping, etc.

After much planning implementation, the Winnipeg plant was ready for outside auditing. Registration involves 3 steps: 1) Reviewing the documentation in the manuals; 2) Compliance assessment; 3) Certification audit. The auditors look for a clear demonstration that the EMS is in place and the requirements of the standard are being met.

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