

Centric Business Systems — “Walking the walk” of sustainability in its business and with customers

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Vice President of Sales,
Centric Business Systems

ABOUT THE CUSTOMER

Centric Business Systems is an award-winning office technology and document management solutions provider serving the Mid-Atlantic region. A Ricoh dealer, Centric has a corporate headquarters in Owings Mills, Maryland and four satellite offices covering the region. The company has approximately 160 employees.

With a core commitment to help its customers achieve their desired result, Centric provides state-of-the-art innovative, reliable and environmentally-friendly business systems and solutions. The company is well-known for its strong commitment to environmental stewardship.

CHALLENGE

Due to the company’s rapid growth over the past several years, Centric recently moved into its new 40,000 square foot headquarters located in Owings Mills, Maryland. With a commitment to sustainability, the company designed the new headquarters building so that it would be Leadership in Energy and Environmental Design (LEED®) certified, meeting gold-level standards.

“We wanted our new headquarters to be a healthy work environment and reflect our company’s focus on environmental stewardship,” said Scott Schnabel, vice president of sales, Centric Business Systems. “We strive to be environmentally responsible as an organization, because that’s what we promote with our clients. Our sales philosophy and practices are driven towards helping our customers become more ‘green’ and energy-efficient. So it is important that we demonstrate that philosophy in our headquarters and throughout our company.”

SOLUTION

Attaining the LEED Gold certification required a thorough consideration of how the new headquarters could be designed to conserve energy, reduce water consumption, improve indoor air quality, use environmentally-friendly building materials and otherwise advance the goals of environmental sustainability. The building was designed to include high ceilings and windows that enhance natural light, self-metering water faucets, sensor-controlled lighting, rooftop solar panels, and high-efficiency heating and cooling systems. To ensure air quality, building materials were chosen to reduce indoor air pollutants and carbon monoxide detectors were installed. Additionally, “green” practices have

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been incorporated into the day-to-day operations of the headquarters, including preferred parking for hybrid and car pool vehicles and the use of environmentally-friendly housekeeping products.

Incorporating sustainability considerations in everything it does is central to how Centric conducts its business. "Many of our clients we have today have told us that our environmental practices and recommendations are one of the main reasons they do business with us," said Schnabel. "Even those that don't have that as a top priority see the value when we come to them with concepts and recommendations that help them decrease their carbon footprint. We take a consultative approach to show our customers how they can increase productivity, improve efficiencies and be a better corporate citizen."

Supported by products and solutions from Ricoh designed to enhance sustainability, Centric's highly-trained sales teams are dedicated to specific verticals. This approach allows the sales teams to knowledgeably address unique needs and provide tailored life cycle assessments, change management and solutions that take customers from their current state to an enhanced and optimized future state.

Centric's product and service offerings for verticals that create differentiation, value and positive "green" benefits include:

- ENERGY STAR® Devices — providing customers with significant energy reduction and cost savings
- Card swipe (or pass code) job release authentication — eliminating wasted paper when print jobs are forgotten, left behind or no longer needed
- TCO Fullview — which enables customers to calculate the carbon reduction associated with new devices
- Ricoh-sponsored Toner Recycling Program



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- Consolidating assets — which increases productivity, can reduce costs (fewer devices/more cost-effective devices/less power being drawn in the office) and reduces the wasteful proliferation of printer devices and consumables in the work environment
- Customer training on initiatives that will support organizational “green teams”

RESULTS

Centric’s headquarters provides the company’s customers with a perfect example of the benefits that can be attained with a proactive environmental management program. “Customers and others who visit our headquarters are extremely impressed with the many ways we have incorporated sustainable elements,” Schnabel explained. “They don’t always realize that taking a ‘green’ approach can often result in cost-savings as well.”

For example, Centric’s self-metering faucets have reduced water consumption by 35 percent. The rooftop solar panels contribute three percent of the overall energy used in the facility. The high-efficiency heating and cooling systems reduce associated energy consumption by 28 percent, and 20 percent of the materials used for construction were recycled and regionally sourced. Finally, 75 percent of the construction waste was diverted away from the landfill.

When a major office furniture supplier was looking for an office technology provider, Centric’s sustainability differentiated it from the competition. “We invited them

to our headquarters to demonstrate some technology. They were very impressed with our ‘walk the walk’ environmental thought process, which was a critical component that helped us win the business. Having them to our facility reinforced everything we were saying about our business priorities,” said Schnabel.

In fact, the office furniture supplier was so impressed with Centric’s headquarters that they used it as a model when they were renovating their own facility. “They took many of the concepts we had applied in our headquarters and integrated them with their design. They were thrilled with the results.”

Centric’s commitment to sustainable business practices is not only good for the environment, it has proven to be good for business as well. “Our customers appreciate our approach and they know right from the start that we have the expertise to help them achieve their sustainability goals. That really helps to set our business apart,” Schnabel said.

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