



## ISO 14001 – Environmental Management, ISO 9001 – Quality Management

# CASE STUDY HAMMER

## Summary

### Needs

- To demonstrate compliance with high environmental standards
- To ensure operations are environmentally responsible
- To comply with legislation
- To have independent auditing

### Benefits

- Improved efficiency
- Understanding of environmental implications
- Clearly defined goals and objectives
- Improved relations with customers and suppliers
- CO2 emissions cut by 33%
- Packaging reduced by 65%

## Background

Hammer is one of the longest-standing specialist storage distributors in Europe with a business philosophy built around a total commitment to customer service. Hammer's knowledge, partnerships, innovation and dedication to end-to-end storage solutions, combined with a commitment to emerging technologies and market forces have contributed to its longevity and success.

Hammer works with leading manufacturers to provide the best products and solutions in each sector of the data storage market. Its goal in each case is to be the number one storage provider. Hammer is the leading distributor for the majority of its product lines.

As a dedicated storage provider, Hammer offers unbiased advice on all storage related products and works closely with its partners to help them maximise their storage business. With pre and post-sales support, technical and consultancy services, training, technical demonstration facilities and marketing assistance, Hammer helps its customers to design, integrate, install and maintain solutions at both an enterprise and SME level. The company sells throughout Europe via its two strategic groups in the UK, Storage Products and Storage Solutions, and through its European subsidiaries.

Hammer has implemented two key management system standards as a way of verifying that quality and environmental issues have been integrated into the company's structure, and Hammer now makes the ongoing audit requirements part of its business development plan.

## Customer Needs

Hammer's latest standard achievement, ISO 14001, is an environmental management system that enables Hammer to consistently control activities which have significant impacts on the environment. The certification also provides Hammer with regulated third party endorsement and a means of substantiating the company's environmental achievements and goals. It demonstrates Hammer's high environmental standards and has helped the company reduce costs and improve efficiency.

The implementation of ISO 14001 has provided an excellent framework to allow environmental responsibility to take centre stage in the company. Hammer ensures that all its products comply with the European WEEE (Waste of Electrical & Electronic

Equipment) and RoHS (Restriction of Hazardous Substances) Directives, and is working towards all products complying with EuP (Energy Using Products) and REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals).

## In-house initiatives

Hammer now has clearly defined goals and objectives for all areas with an environmental impact, and employees have discovered new efficiencies and improved ways of working. A 'Switch Off Lights' campaign ensures that lights in rooms which are empty are switched off, along with employees switching off all workstations, printers and monitors at the end of the working day.

The introduction of 'green cars' to the company car fleet and a shift toward teleconferencing and web-based meeting services and training sessions where possible are further examples of a shift in action and attitude as a result of certification. Such changes will help to further reduce Hammer's CO<sub>2</sub> emissions which to date have been reduced by 33%.

## Benefits

James Ward, managing director of Hammer says, "Gaining certification to ISO 14001 reflects our understanding of the escalating role of environmental importance and the enhanced expectations of not only our customers, but of the industry as a whole, to respond to it."

The company's efforts have been rewarded and to date CO<sub>2</sub> emissions have been cut by 33%. Hammer hopes to improve on this and is striving for a further 20% reduction in 2009.

Since the implementation of the standard, Hammer has reduced packaging waste by 65%. It has recycled 3 tonnes of redundant IT & electrical office equipment, 25.5 tonnes of paper and cardboard, 990 kilograms of plastic drink cups and is dedicated to working towards further improving recycling figures in the future.

## BSI's Role

Hammer achieved ISO 9001 and ISO 14001 certification with BSI in less than two years. BSI was selected for its global reputation for high quality and professional standards.

Gaining ISO 9001 and ISO 14001 certification demonstrates to existing and potential customers that the company has standardised the approach to key responsibilities and has improved understanding of best practice.

MD James Ward notes that, "Implementing these standards has heightened our awareness of, and standardised our approach to all environmental aspects of our business. It has also created a closer, more open relationship with our suppliers and customers."

### BSI

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