

majority of the energy used in the printing industry, primarily electricity followed by gas. By sourcing these from renewable sources, the CO2 emissions can be significantly reduced. Due to price pressures, many conventional printing companies are now also installing alternative supply systems, making them

greener as well. In parallel, all consumption points are being closely examined - there are various measures that lead to a reduction in electricity consumption. Only after these options have been utilized should the possibilities of CO2 compensation for their products be offered to clients.



Peter Buchegger, Managing Director of Druckerei Roser, is a pioneer in the area of private energy communities. © Roser

Private Energy Community as a showcase project

Regarding energy management, a printing company near Salzburg, Austria, has stood out with an innovative development. The Roser printing company installed two photovoltaic systems totaling 150 kWpeak capacity on about 2,000 square meters of roof area in 2019, covering around 40 percent of its electricity needs. In collaboration with the energy supplier Salzburg AG, the first private energy community in Austria was established. Excess electricity is supplied to neighboring houses on weekends, two of which are also planning to generate green energy and contribute their surplus to the "Energy Community Printing House Roser." Peter Buchegger, the managing director, is driving and further developing the project.

The Energy Community attracted the attention of the prestigious National Geographic magazine. The magazine's editors were looking for projects implemented by private initiatives. After an unsuccessful search in Germany, they turned their attention to Austria. Through the Austrian Ministry of the Environment, they

discovered the Roser printing company project.

The National Geographic team traveled to Hallwang near Salzburg to research the project, resulting in a two-page article describing the project and its initiators. For Peter Buchegger, this was a stroke of luck and a confirmation of years of effort: "Through this and my years of effort, we have developed Roser Printing into one of the most sustainable printing companies in Europe, implementing pilot and flagship projects, and thus achieving a European level of recognition." This commitment was recognized with the feature in National Geographic, one of the world's largest publishers focused on environment, nature, and science. This helps the company emphasize its positioning with customers, increase the visibility of the printing house, and solidify the sustainability philosophy in important customer segments.

Quelle: Messe Düsseldorf GmbH - <https://www.messe-duesseldorf.de>