



Sustainable Business Awards for the South East 2004








Case Study - Bio-Health Limited

Company Background

Bio-Health was formed in 1981 with the sole purpose of perfecting a superior range of totally additive-free vitamin, mineral and herbal supplements, especially for the healthcare market. At the time no other additive-free dietary products were available in the market under the "Pure-Fil" logo and trademark, and those suffering from food allergies or who preferred single-substance products quickly sought this product. The "Pure-Fil" range was

soon being recommended by practitioners and doctors. Today Bio-Health specialise in pure, additive-free, single substances which is recognised throughout the healthcare industry. Bio-Health now has 46 "Pure-Fil" herbal products, 17 licensed herbal medicines, 10 herbal ointments, 16 "Pure-Fil" dietary supplements and 60 products in the range for practitioners with new products being added annually. Bio-Health's products are available from independent health food stores, practitioners and some pharmacies with health food sections.

Summary of Key Achievements

- Reduced waste requiring disposal by over 50% through staff education and commitment to recycling culture in the workplace 
- Reduced mileage covered by sales teams by moving towards telesales in the first instance 
- Relocated a storage warehouse from Dorset to Chatham and undertaken restructuring of the existing warehouse at site to increase capacity and improve productivity 
- Increased useful life of paper by re-using reverse side in faxes and photocopiers 
- Reduced paper waste by re-using waste paper through shredding and using as packaging to replace polystyrene packaging 
- Utilised advertising and PR budget to actively promote environmental message as part of the company's advertising campaign 
- Educated staff, improving environmental and social awareness whilst having a very positive effect on the work forces morale 

Bio-Health is one of a few independent British manufacturers of top quality herbal medicines and vitamin/mineral dietary supplements, employing some 20 people who are based at its manufacturing site and offices in Rochester, Kent. Bio-Health pride themselves as being a "Green" company, committed to conservation and sustainability of the earth's resources, re-using wherever they can, recycling where possible and being resourceful in many other ways.

Sustainability Initiatives

Although Bio-Health has always operated as an environmentally friendly company, after a meeting earlier in the year it saw the opportunity to further improve its operations. Through a series of minor changes there was the opportunity to make significant savings and benefit. To make these changes it was noted that the commitment of all its staff would be essential to take any initiatives forward. Several projects have been undertaken to improve operations, such as utilisation of waste, educating and rewarding staff, reorganising its sales approach by increased use telesales, helping to reduce mileage and the re-designing of warehouse space to increase capacity, productivity and supply chain management.

It has been extracted that the combined cost savings of all these initiatives is somewhere in the region of £12,500.

Contribution to a Sustainable Economy

Sourcing supplies from local companies has reduced delivery mileage covered by its suppliers and given Bio-Health access to storage space as well, freeing up space at the plant and making more effective use of such areas. Bio-Health is also active in requesting suppliers to provide recycling information on their goods, that can be passed on to their customers, which has lead to the suppliers asking questions themselves.

KEY



ENVIRONMENTAL BENEFITS



BUSINESS BENEFITS



ECONOMIC BENEFITS



SOCIAL BENEFITS

Case Study - Bio-Health Limited

Enhancing Environmental Quality

Increased utilisation of waste paper and stationery has been achieved with the re-use of paper, using the reverse side for faxes, photocopying and order pads, and the re-use of envelopes for internal mail. This is estimated to provide a financial saving of £200 per annum.

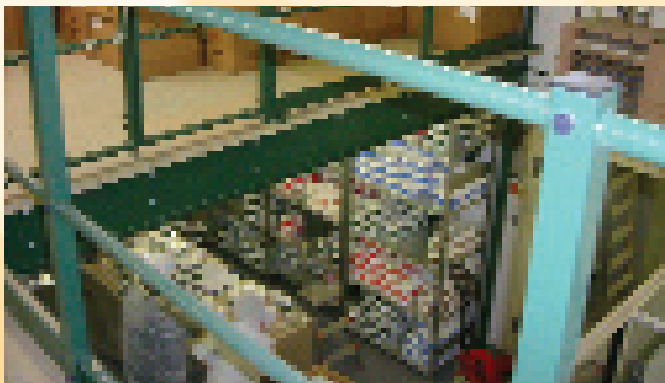
Bio-Health has adopted a very rigorous practice of shredding all wastepaper once it is no longer needed, this includes junk mail, old magazines, paper that has been reused in the faxes and photocopiers and all other paper that has no further use. The shredded paper is then used as an alternative packaging material to polystyrene chips which were previously used. This has not only given savings of around £300 per annum but it has also created more space in the storage area that was previously taken up with the polystyrene chips.

The savings made in the first year on recycling and reusing paper will effectively cover the cost of the two new shredders purchased.

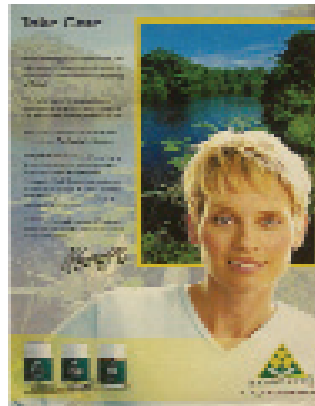
With Bio-Health's business currently growing it needs to extend its facilities extensively in the future. However, with reorganisation of the current operation, such as installing a mezzanine floor and improved racking, Bio-Health is able to utilise the production space more efficiently and delay the need for further facilities for at least another three years. The redesigning of the warehouse has enabled the storage of four times more stock, achieving longer runs and with the increased stock, reduce the clean down time and improved efficiency.

Bio-Health has made better use of the advertising and marketing budget to help spread the "Green" message of its activities and the natural resources it is involved with. This has helped to educate customers about sustainable approaches whilst also linking with local companies/green companies to share resources.

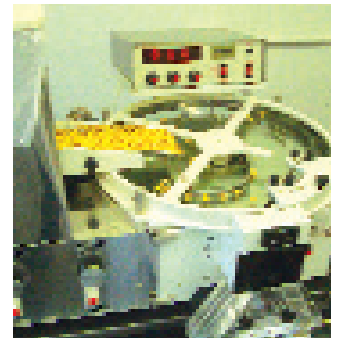
Telesales now operate over most of the UK and has made substantial savings on both petrol and expenses. Where in the past sales representatives would make eight calls a day, through telesales they are able to call between 25-40 accounts. Telesales also identifies training needs of customers, and where appropriate can arrange for a sales person to visit. By making the first point of contact by phone and making an actual visit only if required, the company has made substantial savings whilst also improving the quality of the service it offers customers.



Newly installed mezzanine floor has significantly increased its storage capacity without the need to expand the actual building



An environmental message has been incorporated into marketing materials to increase the public's environmental awareness



Encapsulating process of one of their 'Pure fill' branded lines

Improving the Social Wellbeing of Stakeholders

The implementation of all the sustainable initiatives during the year has proved to be a strong unifying and moral boosting initiative, with its success strongly founded in the staff's commitment and contribution. Staff are continually encouraged to create ideas to improve Bio-Health's operation with a rewards scheme in place for good ideas.

Bio-Health has drawn up plans to develop an area of grassland next to its production plant to turn it into a medicinal herb garden as a tool for providing education for all. The area will be maintained by the staff, acting as a green haven in the middle of the industrial estate and is made available to the local community and customers.

Company Contact

June Crisp, Sales & Marketing Director, Bio-Health Ltd,
Culpeper Close, Medway City Estate, Rochester, Kent, ME2 4HU
T: 01634 290115 F: 01634 290761 E: info@bio-health.co.uk

Awards supported by:

