



SUCCESS STORY

TECHNOLOGY SWITCH OF A PRINTING COMPANY LEADS TO ENERGY AND RESOURCE EFFICIENCY

To address the strong growth in demand for short print runs with a lower cost, MSO PRINT, a printing company approached MorSEFF for the technical assistance and financing for the switch to a digital technology allowing for reduced wastage and energy and paper consumption.

The investment plan consisted of the installation of three digital printing machines and an offset machine with a LED ink dryer instead of a conventional dryer. The new printing machines produce higher quality products compared to the old ones and the ink dryer uses more economical lamps, which have a longer lifetime, lower wave lengths, optimized efficiency, heat release and immediate ignition. The new, more energy efficient equipment provides greater speed with lower resource and energy consumption.

As a result of this investment, the average energy consumption is expected to decrease by 151 MWh/year (50%) and the production to increase by 10 %. In addition, 729 tons of paper will be saved annually. The project also contributes to reducing greenhouse gas emissions by 95.9 TCO₂equiv/year. The payback period of this investment is 4 years.



THE COMPANY

Printing company
Location – Casablanca



INVESTMENTS

MAD 17.9 million (of 28.9 million total)
Digital printing machines
LED ink dryer



PROJECT GOALS

Reduction of energy consumption
Reduction of greenhouse gas emissions
Increase productivity



RESULTS

Energy savings: 151 000 KWh/year
Reduction in CO₂ emissions: 95.9 TCO₂equiv/year
IRR: 24.7%
SPBP: 4.09 years

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