

How it works. As part of each print quote we rate the potential environmental impact of the job and grade it accordingly using the **TICK MARKS**. There are five grades in all, illustrated here. The more **TICK MARKS** the better.

1

THE PRINTER HAS ISO14001 CERTIFICATION

To achieve ISO 14001 certification a business must first assess its impact on the environment and then commit to reduce it. For example, installing low energy lighting or recycling printing press heat back into the factory as an alternative to central heating. Printers must also manage any waste materials, recycling them or organising specialist processing and disposal. At present very few UK print companies have achieved this international accreditation.

3

THE PRINTED ITEM CAN BE FULLY RECYCLED

No solvent based laminates or metallic inks are used when printing, which means that the paper can still be recycled easily.

2

THE PAPER HAS A FSC CERTIFICATION OR IS RECYCLED

The Forest Stewardship Council (FSC) promotes the responsible management of the world's forests. For a printed product to achieve FSC accreditation every business in the supply chain, from the plantation owner to the printer, must follow and adhere to the strict FSC guidelines.

Papers can also be sourced which contain 50% to 100% recycled content.

4

THE PRINTERS LOCALITY

We aim to use a printer within a radius of 20 miles from you, thereby keeping the emissions low when transporting the finished product.

5

THE PRINTER USES ENERGY FROM RENEWABLE SOURCES

The printer sources their energy from an ethical supplier or produces some, or all, of their own energy.

TICK MARKS 1 2 3 4 5