

## ADVERTISEMENT FEATURE

# Potts Print (UK) achieves 'carbon balanced publication printing company' status

**N**ORTHUMBERLAND-BASED Potts Print (UK) has carbon offset its entire operations with the conservation of 97,500 square metres of endangered tropical rainforest, becoming the first carbon balanced printing company in the North of England.

Potts has been carbon balancing its paper as a service to clients since last year, via a partnership with Howard Smith Paper Group, The Paper Co and the charity World Land Trust. The aim was always to go one step further and carbon balance all business activities as well as the materials it uses.

#### The next step was actually a giant leap

Working with the Edinburgh Centre for Carbon Management (ECCM), operations director Tony Mullarkey submitted facts and figures about energy usage across the whole company - the printing presses, the computers and other hardware, company vehicle mileage, production of materials, delivery distances and everything else - and the ECCM calculated the carbon footprint of the business. This will be offset by the World Land Trust, through the preservation of endangered tropical rainforest equaling the size of 12 football pitches.

There is only a very small number of printing companies in the UK with the title carbon balanced publication printing company, and Potts is aiming to become a leader in this movement.

With that in mind, it's not only carbon balancing that Potts' dedicated environmental team is concerned with, it is also innovatively

reducing the carbon footprint of the business in the first place.

For a number of years Potts has utilized 'green' printing systems such as vegetable-based inks, alcohol-free printing, waterless printing with a DI digital offset press and was one of the first UK companies to upgrade to the AGFA Azura TS chemistry-free platemaking option for lithographic printing.

Aside from investments in eco-friendly technology, a number of other positive steps have been introduced over the past few years. These include FSC, PEFC and ISO 14001 accreditation, data cleansing of mailing lists and donating waste paper to local schools and arts organisations.

#### Then came the car share scheme

The car share scheme is a simple idea that rewards groups of staff for using one car to travel to work, instead of one car each.

Car shares are logged throughout the year, and at the end of each year the company divides an amount of money between all employees involved, plus a charity which is nominated by the group who log the most number of shares.

This has become a popular way for all staff to contribute to CSR and well as the company's environmental aims.

One of the most significant recent initiatives is a waste management system with a target of 0% landfill. Within six months our waste to landfill has been reduced to under 1% of all waste produced - over 99% being recycled or converted to energy. This supports Potts' aim to do more than simply offset carbon, but to minimise the overall environmental impact of the business.

#### What next?

Rainwater collection. Solar power. Electric vehicles. LED lighting. These are all goals that Potts Print (UK) is targeting for the future.

Meanwhile, to stir up interest in carbon balancing for UK businesses, a Potts GreenPrint web page and Twitter account have been launched.

[www.potts.co.uk/greenprint](http://www.potts.co.uk/greenprint)  
[www.twitter.com/pottsgreenprint](http://www.twitter.com/pottsgreenprint)



**Potts... is innovatively reducing the carbon footprint of the business in the first place**

**potts**

PRINTING • PACKAGING • DIRECT MAIL

**CARBON BALANCED**  
(AND THEN SOME)

At Potts Print (UK) we not only balance carbon across the business, we make sure we're producing as little as possible in the first place.  
Potts Print (UK): The first Carbon Balanced Printing Company in the North of England

[www.potts.co.uk/greenprint](http://www.potts.co.uk/greenprint) 0845 375 1875 @pottsgreenprint



If you would like your print to be fully Carbon Balanced by us, contact our Business Development Team for more information



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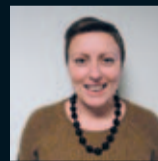
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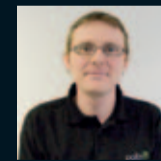
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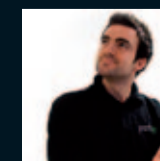
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**GreenPrint**