

WORKING TO REDUCE OUR ENVIRONMENTAL IMPACT



printondemand
-worldwide.com

mailondemand
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Printondemand-worldwide, Mailondemand-worldwide and The Environment

We believe that digital printing is the future for environmentally conscious book manufacture and direct marketing. Digital printing eliminates the need for lithographic plates and chemical usage and reduces waste disposal. It reduces the need for unsold products in the supply chain for publishers. It also removes the need for stock printed letterheads, which are traditionally overprinted for direct mail, by combining the two printing processes through variable data colour printing. This efficiency means that less paper and less energy can be used to fulfil the actual demand.

We also understand that it is essential that our environmental impact needs to be reduced and an explanation of how we are endeavouring to achieve this is given in this booklet.

For more information about our environmental policy or our direct marketing services, please contact us by telephoning 01733 237867 or emailing info@printondemand-worldwide.com

Accreditation & Certification



BS EN ISO 14001:2004

Our environmental management system is certified to ISO 14001; an international standard.

This certification has been achieved by less than 1% of UK businesses, and reflects the standard of evaluation of our working practices, procedures and processes related to environmental management.



BS EN ISO 9001:2000

Alongside ISO 14001, we also hold ISO 9001 certification; an internationally recognised standard which recognises that we are committed to an exceptional quality of service.



BeMS

Launched in 1999, the BeMS scheme was originally developed by Peterborough Environment City Trust (PECT). The work of PECT includes initiating projects designed to improve the city's environment, recycling and waste management, and promote green business management.

The BeMS scheme enables companies to systematically assess and reduce the environmental impact of their actions.



BPIF and DMA

As platinum members of the British Printing Industries Federation (BPIF) we are supported by the principal organisation for UK print and have access to expert consultancy on topics such as quality, HR, insurance, legislation and the environment. We are also members of the Direct Marketing Association.



FSC Chain of Custody



Forestry Stewardship Council Certification

The Forestry Stewardship Council's (FSC) mission is "to support environmentally appropriate, socially beneficial and economically viable management of the world's forests".

Being awarded the FSC Chain of Custody (CoC) accreditation, means that we can offer our customers assurance with regards to the environmental impact of the paper products used in our printing processes.

Chain of Custody certification means that at each step in the supply chain, raw materials through to paper and finally to finished printed books and direct mail pieces, can be identified as originating from FSC-certified forests. This ability to trace from timber to the end-user allows purchasers (both industry and public) to have the confidence that they are not contributing to illegal logging and the destruction of the world's forests.

To gain FSC CoC certification, we invested in a new stock control system and as part of our ISO 14001 accreditation continually monitor and evaluate this system to ensure correct handling of certified material when it is introduced, printed and finally despatched.

A third party examines our ability to ensure compliance with the FSC CoC requirements which includes stringent record keeping, correct labelling procedures and staff training.

You can discover more about the FSC by visiting the website: www.fsc.org

Certificate: TT-COC-002641

Only 7% of the world's forests are certified by groups who monitor illegal logging and ecological impact.

PEFC Chain of Custody

Programme for the Endorsement of Forest Certification

The PEFC is a global umbrella organisation for the assessment and recognition of national forest certification schemes. It promotes sustainable managed forests through independent third-party certification.

Worldwide the PEFC accounts for 71% of the world's certified forest area covering nearly 200 million hectares of forest and woodland.

Like FSC accreditation, we hold Chain of Custody certification, allowing us to display the PEFC logo and ensure that we can supply environmentally friendly paper products.

You can discover more about the PEFC by visiting the website: www.pefc.org

Certificate: BMT-PEFC-0555



Environmentally Friendly Building

In January 2008, we moved into newly built BREEAM premises, expanding our production capacity from 7000 square feet to 14000 square feet while also ensuring that our environmental policy was strengthened.

The Building Resources Establishment Environmental Assessment Method (BREEAM) is the world's longest standing and most widely used environmental assessment method for buildings.

The core aim of BREEAM is to reduce the embodied and operational environmental impact of buildings through the assessment of factor including:

- The ecological impact of the build
- The location of nearby transport links
- CO2 emissions
- Natural lighting availability
- Thermal comfort
- Natural ventilation
- Water usage

The BREEAM logo is displayed in a white rectangular box with a thin black border. The word "breeam" is written in a lowercase, bold, sans-serif font. The letters are a vibrant green color, matching the "GREEN BUILDING" header on the left.

Transport Initiatives

The movement of the manufacturing site to a custom-built building nearer to local transport hubs improves our environmental position with regards to the workforce and public transport.

More importantly the increased size of our facility has meant that we can now store larger levels of stock (reducing the transport of paper deliveries from once per day to three times per week) as well as enabling us to purchase an additional laminating machine and therefore saving transport miles by using this in-house machinery rather than at an external site.

Our despatch control system has been upgraded and means that wherever possible we make the best use of despatch transportation, including shared deliveries when possible.

We have launched a car-share initiative aimed at reducing the numbers of cars used by staff, promoting the environmental and economical benefits of shared transportation.

More recently we have launched a cycling initiative, aimed at promoting the use of environmentally friendly transport and reducing the numbers of staff using cars to travel to work. Currently this involves the company paying 50% of the costs of a new bicycle, with an interest-free loan attached to the remaining costs involved.

Where company transport is used, company mileage is recorded and evaluated. All vehicles are diesel, and we use a fleet fuelling system (Rix GoGreen) which replaces used diesel with a 'drop in' supplementary biodiesel fuel – RixBioBlend 5 (5% renewable sources including recycled cooking oils).

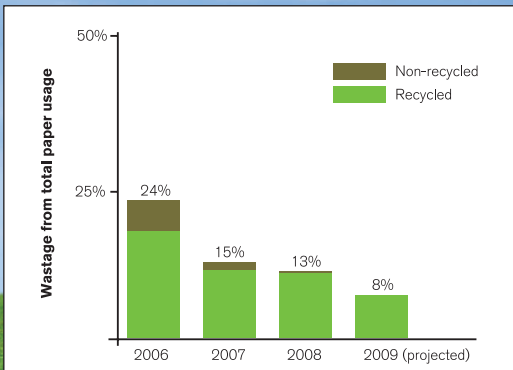
Waste and Recycling

We have always been conscious and proactive when it comes to reducing unnecessary waste. Digital print, by its very nature, is in general a less wasteful process than lithographic printing, however we feel it is important for us to continue to reduce wastage and reuse and recycle materials where possible.

In 2007 we upgraded one of our Xerox digital mono presses to allow the use of large format paper. This advance means that we have reduced the amount of paper used and saved an estimated 4 tonnes per year.

75% of our stocks are supplied bulk packed, reducing the amount of packaging involved. 80% of paper used in production is supplied pre-cut to our specifications by the paper suppliers, resulting in minimum quantities of off-cut wastage. However, where paper trimmings are produced during the production process, these are all gathered in marked containers and sent to a specialist paper recycling plant along with cardboard waste.

Alongside a programme designed to separate paper and cardboard for recycling, we also have clearly marked containers for the collection of plastic and metal (for recycling). Organic food waste is collected from the canteen area and added to our wormery. Our staff have all been trained on the separation of waste, and have all shown a keen interest.



Energy Saving Initiatives

The BREEAM certification of our premises indicates the building's reduced energy consumption in relation to heating and lighting, thanks to specially designed walls, the use of natural lighting where possible and the installation of low-energy consumption lighting.

Our environmental management system also highlighted other areas which could benefit from the application of various procedures. These include a 'traffic light' scheme with all office and production equipment clearly coded, meaning that non-essential equipment is now turned off when not in use, rather than being left on stand-by.

We are working closely with the Energy Saving Trust, which is a non profit organisation with the aim to cut CO2 emissions by promoting sustainable and efficient use of energy. This consultancy will help us create a sustainable plan for reducing energy consumption in the future.

We are currently evaluating a proposal to switch to a sustainable, renewable energy supplier.

One million tonnes of
greenhouse gases are pumped
into the atmosphere every year
in the UK by appliances
left on stand-by...

Office Policies and Initiatives

Our environmental policies extend beyond production and are carried through all aspects of the workplace including administration.

The promotion of back-to-back printing (saving paper) in the office environment and movement towards our aim of a paperless office continues, with investment in new IT solutions.

Email correspondence, an online quoting system, the use of VoIP and internet video conferencing, and more streamlined workflow management tools all play a part in achieving this aim.

Where possible, envelopes and jiffy bags are recycled, as are toner cartridges. Redundant mobile phones and computer equipment are donated to charity for reuse.

The Evolution of our Environmental Policies

The continual evaluation of our processes, working practices and environmental impact is essential for us. We understand that it is vital that we do not rest on our laurels and instead that we should continue to strive for environmental excellence – this is not only for our position within the direct marketing industry, but also for the future of the planet.

Carbon Neutrality

Ongoing work with environmental consultants means that we are able to review our carbon footprint, look at renewable energy sources, investigate carbon offsetting, and develop a strategy towards our long-term goal of becoming a carbon neutral company.

While this consultancy continues we have decided to offer what we hope will be a unique and environmentally friendly production service.

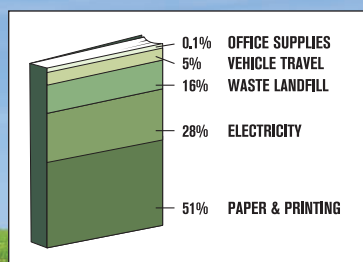
Initial estimates suggest that an average book printed in black and white with a perfect bound colour cover releases 1.8kg of carbon per book, while a mailing printed in colour with an envelope would equate to approximately 0.23kg of carbon emissions per mail piece.

We have pledged to offset 97.3 tonnes of carbon this year.

By choosing to print via our 'Eco' model, for each book or direct mailing produced we apply our estimated values for carbon emissions, multiply that figure by the number of copies to be printed, giving us the estimated total carbon emission for your job.

This value of carbon emissions is then offset by us, *in addition to* the 97.3 tonnes, ensuring that your job is carbon neutral.

We offset using Carbon Footprint Ltd, who are involved in a variety of projects which aim to promote clean energy technology programmes and reduce the effects of carbon emissions, for example by planting trees.

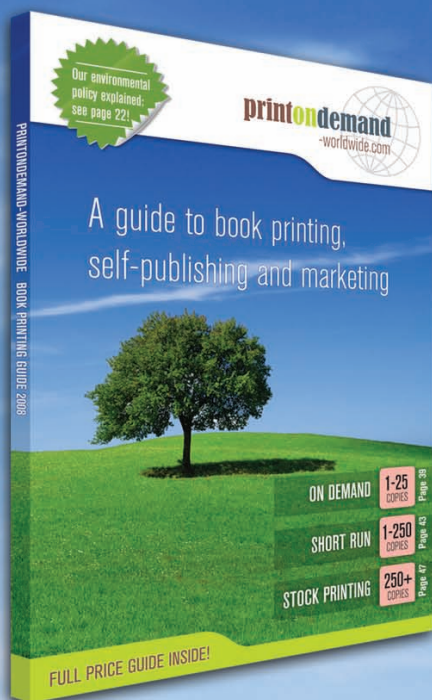


CARBON EMISSIONS PER BOOK

Further Information

The information in this booklet is taken from our free guide to book printing, self-publishing and marketing. It contains more information on our services and includes a full price guide.

To obtain your copy, please contact us on 01733 237867 or email info@printondemand-worldwide.com



Copytech (UK) Limited trading as Printondemand-worldwide and Mailondemand-worldwide.
Registered address: 9 Culley Court, Bakewell Road, Orton Southgate, Peterborough PE2 6XD.
tel: 01733 237867 / 404820 fax: 01733 234309
web: www.printondemand-worldwide.com web: www.mailondemand-worldwide.com
Registered in England No. 3130263 VAT No. 668 1870 95