

ENVIRONMENTAL

REFRESHINGLY DIFFERENT

We're going green – Why don't you come and join us?

Environmental issues are becoming more and more important for all of us, so we've made a commitment to help you play your part.

Maincolour are amongst a small handful of printers in the North West who have achieved both FSC and PEFC certification.

Sounds good doesn't it? – But what are FSC and PEFC?

In a nutshell, FSC and PEFC are global organisations who are dedicated to promoting responsible management of the world's forests. They are internationally recognised schemes, the logos can be found on many products we buy at our local supermarket, including toilet roll, charcoal and other wood based products. Only by adhering to a strict chain of custody and making changes to our operational procedures were we able to demonstrate our competence, and gain certification for both of these forestry schemes.

That's all great but how will it benefit you?

Only a certified printer is permitted to make an FSC or PEFC claim. This means we can now use the relevant logos on your printed material to show your commitment to working in a sustainable manner.

So, how do Maincolour handle an FSC/PEFC enquiry?

This is where we make it really simple – Just contact us with the details of the job, we'll quote it for you and even make a recommendation on what papers to use. Once the job is ready to proceed, we'll advise you of the steps which need to be taken to incorporate the correct logo prior to production.



Dispelling the Myth

FSC/PEFC paper is more expensive

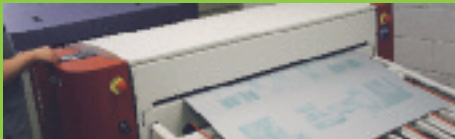
False There is now a vast range of FSC/PEFC papers available, some of which also contain recycled content and they are not necessarily any more expensive than their non FSC/PEFC equivalent

Any printer can use the FSC/PEFC logo providing the paper is FSC/PEFC certified

False The FSC/PEFC logos are protected by copyright and only certified bodies like Maincolour have permission to use them

Environmentally sound printing is just a fad

False Environmental issues have never been higher on the CSR agenda in business, this area will only increase in importance as raw material supplies dwindle



Of course, it doesn't stop there....



Our team are always looking for ways to save you money, we analyse every job with this in mind and where possible may be able to make suggestions to help you maximise sheet space and minimise waste. The result? A saving for both you and the environment.

We have taken big steps to minimise our own impact on the environment, including the introduction of our own Environmental Policy and a best practice guide which has been communicated to all our staff including tips on saving energy and reducing waste. Maincolour have also made significant steps in reducing the number of VOC's (Volatile Organic Compounds) we handle, as we use vegetable based inks and chemical free processless plates. We are also working towards gaining ISO14001 accreditation.



On Site Visit

Why not contact us today to arrange for one of our team to come and visit you to appraise your current situation and help make recommendations on making your print process greener.

To request a visit, request paper samples or more information on any of the issues outlined in this document why not give us a call on:

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solutions@maincolour.co.uk

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ENVIRONMENTAL



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