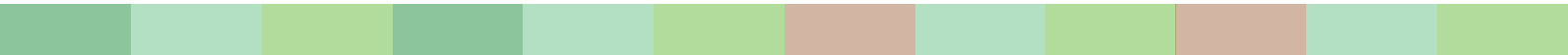


print + environment

a conscious approach

printed
things



As an Australian print
manufacturer

we care about
our impact on the environment
and take our environmental claims seriously.

**We call it Enviro-Conscious
or EC for short.**

But first
it starts
with
CSR →

CSR

Corporate Social Responsibility

A corporation's initiatives to assess and take responsibility for the company's effects on environmental and social wellbeing.

How does CSR influence decisions?

*On a communal and consumer level,
we are reducing single use plastics
and tackling issues around recycling.*

**It's a given that
businesses need to promote their brands.**

We can help them gain a market edge through
thoughtfully selected products and processes
- keeping their CSR commitments front of mind.

Our plan

is to actively promote the creation
of custom printed products that are:

useful

engaging

informative

reusable

healthy

&/or educational



How we do it...

We're 100% Australian.

It's a work in progress. With careful consideration, we're so far addressing:

1. Practicality

making useful brand choices

2. Ethically-sourced experiences

fair trade / organic teas and hot chocolate; non-GMO herb seeds

3. Materials

recycled & carbon neutral; reducing wastage; disposability vs. durability

4. Process

an environmental management system (EMS)

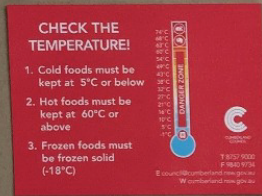
5. Community Spirit

arts parts, Gumtree, local worthy causes

OHS
sticker



food safe f/magnet



tent calendar
& tag w OHS info



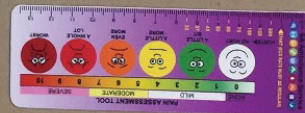
educational
sticker sheet



bookmark
w conversion
table



wheel charts



industry specific rulers & gauges

Practicality

Make useful branding choices!

**Think about the target audience
and what they'll find useful.**

**If the product is useful, then it becomes
a keeper - and the brand with it.**

Great examples: Bookmarks and rulers with relevant scales, formulae or conversion tables; Wheel charts to calculate lead times, pregnancy due dates or Quit smoking health benefits; Sticker sheets for children, used for educational reinforcement for issues like exercise, food health, water conservation etc. ; Desk calendars with OHS info.

organic & fair trade
hot choc.



organic loose leaf tea



non-gmo kitchen herb seed packs

Nerada tea bags
Australian, chemical & pesticide-free

all packed in recyclable packaging

Ethically-sourced experiences:

Fair trade, certified organic, non-GMO, or pesticide free.

TEA

Loose Leaf: All of our loose leaf teas are certified organic.

Tea Bags: We mainly supply Nerada - it's all Australian-grown, chemical and pesticide-free. Any offshore varieties are organic and fair trade certified.

We continue to research tea bag compostability. Australian owned Nature's Cuppa is organically grown in Sri Lanka and fair trade certified. Made from unbleached paper, their bags are plastic-free.

HOT CHOCOLATE

It's certified organic and fair trade - and it's delicious!

HERB SEEDS

Australian-grown and non-GMO, our kitchen herbs are packed in printed pouches similar to the tea bags.

PACKAGING

We've added a kraft bag option that's foil-free & recyclable. It's suitable for both loose leaf tea and hot chocolate.

The tea bag and herb seed pouches can now be printed on recycled paper.

Materials



Recycled - recyclable - carbon neutral

Look for this new
symbol in our quoting system.



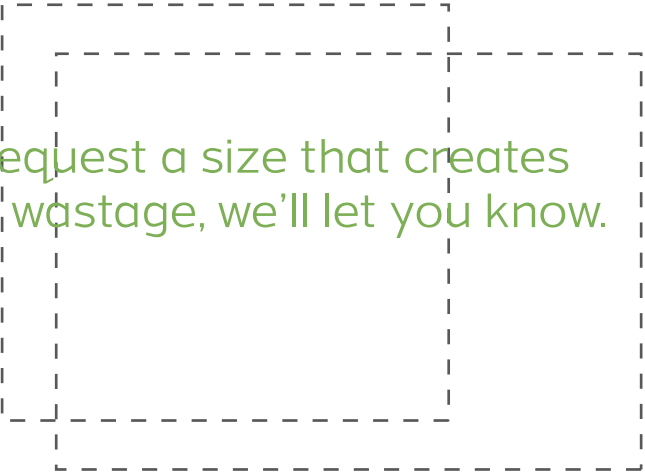
Short for **Environmentally Conscious**, this will appear for any products where options are available for recycled or carbon neutral materials; and organic or fair trade elements.

products include: rulers, bookmarks, business cards, car window hangers, drink coasters, wire notebooks, notepads, tea, hot chocolate,

Reducing material wastage



When size matters



If you request a size that creates a lot of wastage, we'll let you know.

We will quote the requested size and the most economical alternative. This gives customers the opportunity to reduce their environmental footprint and save money at the same time.



health & safety



rubbish sorting info



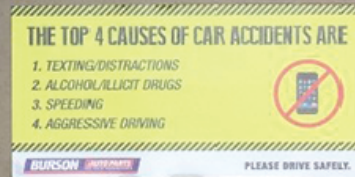
instructions



conservation



conservation



accident prevention



mental health



conservation & law enforcement

durable stickers

Disposability vs. Durability:

Sometimes longevity really matters.

Not all products can offer recycled options.

Take vinyl stickers.

Their purpose is to remain visible for a long time.

Durability is key. We produce many great stickers that validate their existence. They promote and educate with vital messages that last.

And all are produced following our environmental management processes.

Process



Environmental certification

In 2014 we implemented an environmental management system (EMS) and attained certification specific to the printing industry.

This monitors management of waste streams and energy usage, and we are committed to continuous improvement in these regards. We've also reduced and eliminated many chemicals traditionally required as part of the print processes.

We audit quarterly, and have a team of staff who meet monthly to review our processes and make suggestions for further improvements.

Community
spirit



Offcut print parts turning into ARTS PARTS...

Offcuts of material are common when cutting jobs to custom shapes, and we give many of these to an “arts parts” outlet operated by our local council’s waste disposal site. From here, schools and crafty people can buy these pieces and turn them into something creative, and maybe even quirky.

We [Gumtree](#) spare pallets as giveaways, and have collaborated with our supply chain to take back by-products of supplied materials, to either reuse or recycle.

We donate and discount printing to worthy causes with an environmental or social interest.

Resources & references





For those who want more...

We could go on and on...with new studies and information constantly being made available, we'll do our best to keep our info current.

Here are some handy links to definitions and some elaborations on things we've touched on:

[our environmental certification](#)

[fair trade info \(youtube\)](#)

[carbon neutral definition](#)

[certified organic australia - what is it?](#)

thank you

