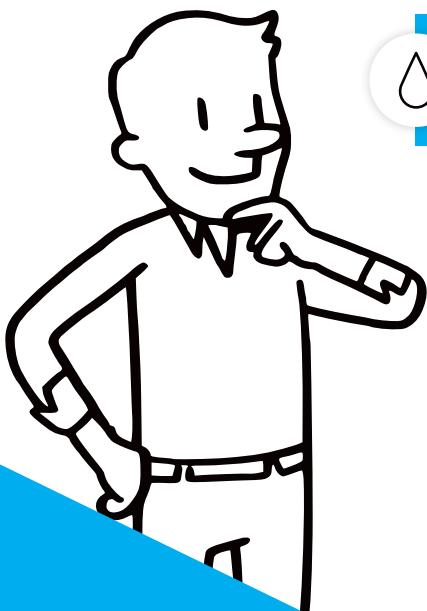


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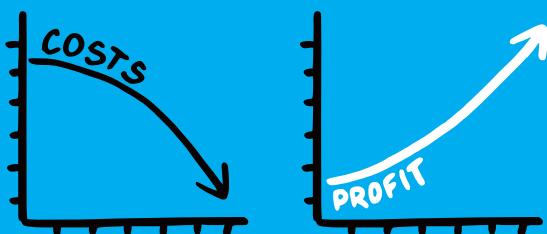
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Green sky thinking

I am always happy when Christmas is approaching. I simply love this time of year. I especially like the vibrancy and magic of glittering lights on a dark evening, the fresh smells of 'cold' and all the beautiful colours of the season. But, of course, the one I like the most is green – obviously!



This Christmas, like never before, when we get a quiet moment, we can sit and reflect on the growing momentum of the environmental movement and that message getting out to more and more people. From school children going on marches, to governments making a difference, from an increasing number of companies putting sustainability at their heart, to individuals doing good things to help raise money for different eco causes.

It's good to see that the environment has become 'the' topic in many circles – and if we ever get done with Brexit – will be the one that is making most headlines in 2020. Let's hope that most of these are positive.

We have seen the negatives and the horrible impacts that we as a species have on this planet. We do not deserve the wonderful, beautiful and fantastic planet we were given. But we are here, and we are the only ones who can put a stop to the devastation.

As we go into 2020, let's all make a resolution to do our bit, no matter how small, to make changes that drive the environmental agenda and help to redress the balance when it comes to the environment.

For now, all at Earth Island wish you and your loved ones a very happy, peaceful and restful Christmas and a very successful new year.

All the best

Susan



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BUREAU VERITAS LAUNCHES CIRCULAR+, A NEW APPROACH TO CORPORATE SUSTAINABILITY

Bureau Veritas has launched Circular+, a new approach to sustainability, built on a comprehensive suite of services to help companies transition to a circular business model.

The launch comes at a time where sustainability is at a turning point, with governments and businesses around the world seeking ways to meet commitments to preserve scarce resources, combat climate change, and reduce pollution.

Earlier this year, the UK government continued to lead the march on climate change, becoming the first major economy to set out new legislation designed to reduce emissions to net zero by 2050.

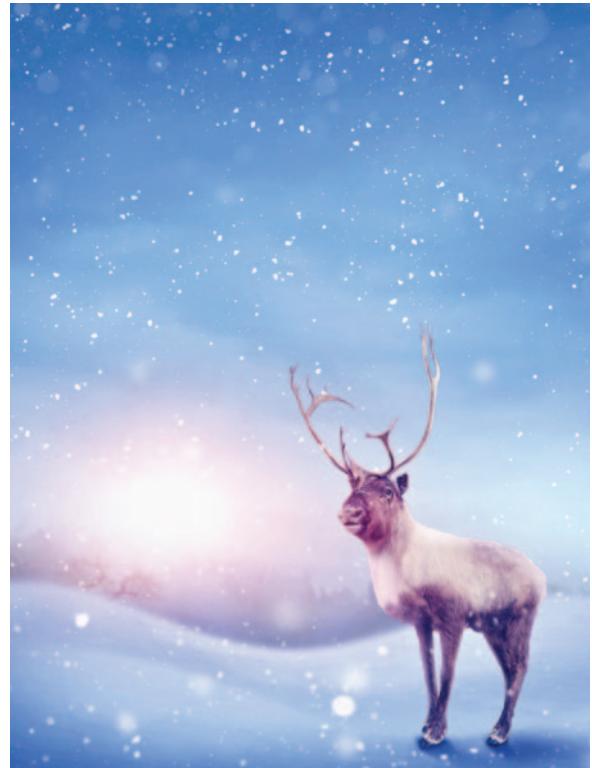
Meanwhile, for years, businesses have focused on managing environmental impacts: today, they are looking to go beyond that to meet future regulatory requirements and exceed customer expectations. For many, this means evolving towards a circular economy model – a regenerative business model in which resources are continuously reused and recycled.

'Public awareness of the threats posed by climate change has grown dramatically in recent years, and governments and companies are increasingly focusing on reducing energy use, resource consumption and waste generation along the product or service lifecycle,' said Sébastien Fox, vice president Certification at Bureau Veritas.

Many are turning towards a more circular business model to understand and optimise their use of energy, as well as natural resources such as wood, metals and minerals. However, the circular economy is disruptive: it requires businesses to rethink their existing linear business models which generate waste at each stage of production and consumption, and demands new skills for product and process design. It can be challenging to adopt, particularly for large companies in traditional industries.

'Circular+ is a holistic approach that offers process audit and management system services to help organisations manage both their environmental and social impacts,' explained Sébastien.

'A range of advisory, training, independent verification and certification products enable businesses to tackle both individual processes and entire business models at a customised speed, revealing supply chain issues and improving transparency. Audits provide a way to identify issues, report on the effectiveness of controls, and track the achievement of objectives over time.'



NEW REUSABLE CHRISTMAS GIFT WRAP MADE FROM PLASTIC BOTTLES

Every year in the UK, over 100 million rolls of wrapping paper are thrown away, enough to reach the moon, that is along with its accompanying sticky tape. At Christmas time alone, on average a roll and a half of sticky tape will be used per household.

Wrag Wrap has started the festive season with the launch of a new collection of prints for its reusable fabric giftwrap. In a bid to tackle plastic waste the new range is now made from 100% recycled (traceable) plastic bottle waste.

With only a fraction of the plastic ever produced being recycled, the majority is destined for landfill, or ends up in our oceans. Each of Wrag Wrap's new Reversible Crackle Wraps is made from just over 12 recycled plastic bottles.

As each wrap is a completely reusable, Wrag Wrap estimates that one wrap could save over 1000 metres of traditional single use gift wrap in its lifetime.

The new collection consists of 10 new individual double side designs. The wraps are reversible with a festive print on one side and a design for all occasions on the other. These designs are supported by an underlying theme, each of which has a distinct backstory. These range from 'Guilt-Free Glitter' to 'Threats To Humanity'.

The eleventh design supports the recent climate strikes and uses climate scientist Ed Hawkins' Warming Stripes graphics. The design shows a series of coloured stripes, chronologically ordered, to visually portray long term temperature trends. The chosen print shows annual global temperatures from 1850 to 2017. All profits from the sale of this product will go to climate charities.

Each sheet also includes its own tie and fastener – it is cleverly designed to include everything you need to create a wrapped gift to be proud of. What is more, the recipient will experience excitement and anticipation when they easily unwrap their gift, as this sheet crackles and rustles just like paper.



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Recent additions to J&G's facilities include an Avery Weigh-Tronix weigh-bridge which can log weights of different materials and a Rapid 8045 granulator which prepares waste plastic, such as ink cartridges, for use in new products including buckets, paint pots and even rawlplugs.

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PAPER RECEIPTS PREFERRED BY CONSUMERS

A global campaign called Choose Paper launched earlier this year, which advocates consumers' rights to continue to receive paper receipts and aims to raise awareness of their practical benefits and sustainable features.

The campaign is backed by independent research, which reveals that the majority of consumers prefer paper receipts over digital alternatives. The research, conducted by global polling company Toluna, surveyed 8883 consumers across Europe and North America and found that 69% of UK consumers prefer paper receipts over digital alternatives and 76% believe paper receipts are more practical for returning goods.

Despite the overwhelming preference for paper receipts, many consumers are concerned about paper's impact on the environment and underestimate the impact of digital receipts. For example, 54% of Brits believe that digital receipts are better for the environment than paper receipts and 38% believe that the sending of e-mails has no environmental impact. In reality, total emissions generated by worldwide e-mails is estimated to be 300 million tonnes of CO₂ a year – equivalent to the annual emissions of 63 million cars.

Greg Selfe, campaign manager for Choose Paper, said: 'The environmental performance of paper manufacturers has improved significantly in the past several decades, including considerable investment into sustainable forestry practices. Sustainably managed forests breathe for the Earth, absorbing carbon dioxide from our atmosphere and producing the oxygen we require in return. By storing that carbon, forests help to regulate the global climate, absorbing nearly 40% of the fossil fuel emissions produced by humans.'

'In considering a move to digital alternatives to paper receipts, consumers and retailers need to bear in mind that this option is not free of environmental impacts. Server farms and data centres require vast amounts of energy to operate, with many using fossil fuels as their source. As technology progresses, the demand on these data centres increases and so does the carbon footprint. In fact, the share of digital technology in global GHG emissions could reach 8% by 2025. This is roughly eight times the current share of the pulp, paper and print industries.'



A GREAT IDEA...

SML has launched its innovative EcoHanger, which uses recycled chipboard, aiming to eliminate over 50% of plastic use to meet the growing needs for sustainable retailing.

Over fifteen billion hangers are produced globally each year which typically end their lifespan at checkout and immediately sent to landfill as most traditional hangers cannot be recycled. However, as consumers are becoming more environmentally conscious and more willing to embrace sustainable solutions to reduce plastic waste, retailers and brands are exploring ways they can meet these needs.

SML's EcoHanger, with patents pending, is currently undergoing pilots. The EcoHanger is comprised of a plastic hook made from commonly used material such as polypropylene or polyethylene. Its shoulders are constructed from at least 60% recycled pulp fibre based chipboard.

The plastic hook, produced in several global locations from a widely available material that can be locally sourced in almost any location, has been designed to be recirculated and reused throughout its lifespan – reducing the volume of hangers produced globally each year and decreasing overall costs, waste and plastic usage. The hook can be detached at checkout and processed for recirculation whilst the chipboard can be processed for recycling.

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SMURFIT KAPPA COMBINES EXPERTISE WITH MITSUBISHI HITEC PAPER TO CREATE INNOVATIVE FOOD PACKAGING

As part of its ongoing Better Planet Packaging initiative, Smurfit Kappa has collaborated with one of its partners, Mitsubishi HiTec Paper, to create a new type of innovative and recyclable food safe packaging.

A combination of Smurfit Kappa's expertise in paper based packaging and Mitsubishi HiTec Paper's strength in coated papers has led to the first product in the new range being shortlisted as a finalist in the Swiss Packaging Awards.

The outer board based packaging was made from Smurfit Kappa's MB12 packaging solution which has built-in adsorption technology which protects against aromas and possible migration of substances. The inner packaging, which contains Mitsubishi HiTec Paper's Barricote barrier paper, offers protection against moisture and grease and has heat sealing properties.

This solution demonstrates the possibility to create functional board based packaging that is fully recyclable thanks to the optimised use of renewable raw materials in the barrier.

'It has been a very interesting and collaborative process for us working with Mitsubishi HiTec Paper on this project,' said Lars Henriksson, vice president of product development of the Smurfit Kappa Paper Division.

'The fibres that our industry leading paper is made from are an excellent solution for a huge range of products due to a range of attributes, not least their inherent sustainability.'

Dr Dieter Becker, director of new business development and CSR at Mitsubishi HiTec Paper, added: 'As experts in specialty paper coatings, we brought our know how in barrier and protective coatings to this process.'

'Our solutions are completely free from foil, laminates, aluminium and fluorocarbons. Instead, we rely on the highest possible percentage of biodegradable resources which is why Smurfit Kappa's MB12 solution was the right one.'

eXXpedition RESEARCHES IMPACT OF PLASTIC IN THE OCEANS

An all female sailing voyage and scientific research mission set sail earlier this year with a goal to research the impact of plastic pollution in the ocean.

Marita Schmid is a sustainability expert from Mondi, a global leader in innovative and sustainable packaging and paper solutions. To develop a more holistic view about the impact of plastics, she participated as one of two Austrians on the transatlantic leg of the international sailing eXXpedition Round the World voyage.

The voyage began from Plymouth at the beginning of October and travelled through some of the most important and diverse marine environments on the planet in over 30 voyage legs. This includes crossing four of the five oceanic gyres, where ocean plastic is known to accumulate, and the Arctic.

Marita joined the crew on the second leg to research and highlight the impact of plastic pollution on the ocean. The crew travelled from the Azores to Antigua through the North Atlantic Gyre on the SV TravelEdge, a 73 foot expedition sailing vessel and floating research lab from 27 October to 18 November, 2019.

Marita said she was 'excited to research the impact that single use plastic has on our oceans, and share this knowledge with the packaging industry, where we are working towards making packaging more sustainable as part of a circular economy'.



UPM INVESTS TO REDUCE EMISSIONS

UPM will strengthen its cost competitiveness and reduce its CO₂ emissions by 5% by investing in a combined heat and power (CHP) plant at its Nordland paper mill in Dörpen, Germany. The new facility supports the German energy transition 'Energiewende' by contributing to the stability of the public power system.

The €95 million investment to a new, highly efficient 80 MW gas fired power plant is financially attractive and further improves UPM's environmental performance. The plant, planned to go on grid in Q3 2022, will cover the mill's heat demand while enabling active participation in the increasingly volatile German electricity markets.

The investment is estimated to decrease UPM's CO₂ footprint by 300,000 tonnes.

The investment supports the phase out of coal power generation in Germany and is in line with the government's goal of a 65% share of renewable electricity in total electricity consumption by 2030. The plant will be built under the German Combined Heat and Power Cogeneration Act.

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TETRA PAK EXPLORES GRAPHENE MATERIAL FOR THE FOOD AND BEVERAGE MANUFACTURING INDUSTRY

Tetra Pak has joined the European Commission Graphene Flagship project as the exclusive representative from the packaging industry to explore possible future applications of graphene in food and beverage manufacturing.

Graphene is a carbon based material, one of the thinnest known to mankind – one atom thick – whilst also being incredibly strong – around 200 times stronger than steel. It is an excellent conductor of heat, electricity and has a wide range of light absorption abilities. Graphene material could bring breakthrough innovations with unlimited potential for integration in almost any industry.

Prof Konstantin Novoselov, physicist and Nobel Prize winner, said: 'Graphene has the potential to revolutionise a range of processes and industries. Since Graphene's first isolation in 2004, we have seen tremendous success and marketplace application of the material within electronics and automotive industries, I am looking forward to the next phase of the Graphene Flagship and exploring potential innovations in the packaging industry.'

Sara De Simoni, vice president, Equipment Engineering, Tetra Pak said: 'Tetra Pak's involvement with the European Graphene Flagship is one example of our ambition to drive innovation to the next level. It is a privilege to be the only representative from our industry in this research initiative and puts us at the cutting edge to address challenges through multidisciplinary research and development together with our industry partners.'

Packaging material innovation is being examined to see how graphene could offer coatings to reduce carbon footprint in packaging supply chain; it can also enhance the performance of current packaging materials, enable new functionality as well as increase recyclability.

With the development of smart packaging, Graphene's ultra thin flexible sensors can be integrated to packages as data carriers for producers, retailers and consumers. Graphene sensors can also be smaller, lighter and less expensive than traditional sensors.

Exploring how graphene composites can be used to make equipment lighter and more energy efficient has the potential to reduce costs and energy consumption. With only modifications needed to equipment over additional purchases, both time and money are saved.



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CORRBOARD BIOENERGY BUILDS RENEWABLE ENERGY PLANT FOR CORRUGATED BOARD MANUFACTURE

CorrBoard Bioenergy (CB Bio), a joint venture between Swanline Group and McLaren Packaging, has invested £5.5 million in the creation of a sustainable energy generation facility fuelled by organic waste to provide heat and power for the manufacture of corrugated sheet board.

The investment will facilitate the manufacture of carbon neutral corrugated material for use at Swanline and McLaren's respective manufacturing plants in Staffordshire and Port Glasgow.

Some of the waste needed for the 6400 megawatt per annum energy plant will be sourced from Swanline and McLaren's packaging users who require compliant food waste disposal, thus providing a robust circular economy. Remarkably, the by-product from the plant is a quality fertiliser, pasteurised and certified to PAS 110, suitable for spreading on local farmland to aid crop growing.

CB Bio is located adjacent to CorrBoard UK, the consortium owned independent corrugated producer based in Scunthorpe of which Swanline and McLaren are part owners. Although autonomous neighbouring businesses, this innovative facility effectively makes CorrBoard UK's production carbon neutral, providing an advantage to its customers and partners.

The plant has the capacity to divert 25,000 tonnes of biological waste from landfill to provide more than twice CorrBoard UK's energy consumption, or enough electricity and heat to sustain 1500 homes. The plant is modular in construction and therefore output capacity can be increased in future.

Additionally, both Swanline and McLaren expect CB Bio to substantially offset their own carbon footprints from the excess energy not consumed by CorrBoard UK but fed to the National Grid and allocated back to them in carbon credits.

Donald McLaren, managing director of McLaren Packaging, added: 'This world first sustainable energy generation facility is a game changer in the paper based packaging sector and demonstrates how, through investment, collaboration and innovation, McLaren Packaging is rising to meet the pressing environmental challenge through sustainable solutions.'



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GREEN LIGHTS...

Smurfit Kappa has completed a successful testing session of a fully electric truck, representing a further step in its sustainability journey.

The Interreg eGreen LastMile project involves the roll out of seven 100% electric trucks in the German-Dutch border area. The trucks, which can be charged quickly, will significantly minimise CO₂ emissions.

Earlier this year, Smurfit Kappa reported a relative reduction in fossil CO₂ emissions by 29% compared to its baseline year, 2005.

Frugalpac has added another innovative option to its range of sustainable coffee cups – the Frugal Cup Linerless.

Made from virgin paper, sourced entirely from sustainably accredited forests, the Frugal Cup Linerless is specially treated with a unique coating which makes it suitable for hot and cold drinks while still allowing the pulp to break down during the standard paper recycling process.

WHAT A CORKER!

Consumers and businesses throughout the UK now have an easy and low cost way to recycle their wine corks and long life food and drink cartons, thanks to a new RecycleBox service from leading recycling company, First Mile.

And the news comes just in time for the festive period, where our nation is expected to consume a whopping 40 million bottles of champagne and sparkling wine on Christmas Day and New Year's Eve alone.

RecycleBox is a low cost courier service offered to both businesses and consumers. The box can be filled with hard to recycle items or items that are not traditionally recycled through household or commercial waste services.

Although wine, champagne and sparkling wine corks are 100% natural and biodegradable, the fact that the material is tightly packed and naturally impermeable means that they will not easily break down in landfill or home composting.

Corks collected by First Mile through RecycleBox are either re-used as new corks, or granulated and re-manufactured into new products, such as cork tiles and cork flooring or cork products.

Long life food and drink cartons – such as those commonly used to package liquids such as UHT milk, plant based milks, chilled soups and fruit juice – are made from paper, plastic and aluminium which are layered together.

Although on-pack messaging often claims these packaging types are widely recycled, the reality is that few processors are set up to actually recycle them due to their complex construction. All three materials can be recycled, the challenge is separating them, meaning that many simply go to general waste resulting in either landfill or incineration.

In contrast, First Mile's new RecycleBox service will see these cartons sent to the UK's only dedicated beverage carton recycling facility. Here, the three layers are separated to make coreboard, the material often used in packaging for foods such as gravy and hot chocolate tubs.

First Mile is also trialling carton recycling as a kerbside service for businesses, with some of its key deli and coffee shop customers who are looking to maximise sustainability, recycling and waste reduction as we head into the New Year.



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TALL OAKS FROM LIT

Premier Paper's amazing Carbon Capture initiative has hit the million pound milestone.

What started off in 2008 as a simple idea to give businesses the choice to mitigate the CO₂ emissions from the paper that they buy has truly blossomed into something very special and Carbon Capture is now the market leading environmental initiative. Premier Paper offers its customers and its customers' clients the opportunity to mitigate the CO₂ emissions from their product purchases by planting new native woodland in the UK with the Woodland Trust and by doing so, demonstrate their environmental values to all their stakeholders. Through Premier Paper, Carbon Capture customers have access to a wealth of marketing support including unique, Carbon Capture logos, regular updates and certificates that detail the amount of CO₂ captured, brochures, posters, e-mail campaigns and much more.

November 2019 saw over 530 of Premier's customers now fully signed up to the initiative and the total sum of money raised by the Carbon Capture programme has surpassed an incredible £1,000,000, all of which has come from sales of Carbon Capture paper. Uniquely amongst similar schemes, customers can be confident that 100% of the funds collected from the Carbon Capture programme are paid directly to the Woodland Trust to help plant native woodland trees in the UK.

SEED OF AN IDEA HAS BLOSSOMED

Speaking of this incredible milestone, Premier's group marketing director David Jones remarked: 'The most rewarding thing for me is that a seed of a simple idea that developed whilst walking in my local Woodland Trust woodland has now grown into the market leading environmental initiative positioning Premier as the Woodland Trust's number one carbon partner. We smashed through the £1,000,000 donation threshold at the end of October which is an incredible achievement in itself. The Carbon Capture Programme has planted 240,000 native trees, created 150 hectares of new native British woodland and captured 60,000 tonnes of CO₂, and all this is thanks to our customers who have committed to the initiative. What is also very pleasing is that the number of customers signing up to Carbon Capture continues to grow so we have our eyes firmly fixed on our next milestone.'

The Woodland Trust is the UK's largest woodland conservation charity and has 500,000 members and supporters and more than 1000 woods of its own which are free to visit year round. The Woodland Trust creates havens for wildlife by planting millions of trees every year, campaigns for new laws to protect ancient woodland and restores damaged ancient woods so they can breathe again.

'The Woodland Trust would like to say a huge thank you to



Premier Paper for its support. To have raised £1 million for the UK's woods and trees is a massive achievement and is making a tangible positive impact on the environment. Planting trees has never been more important and Premier's support has allowed us to create almost 150 hectares of new native woodland. These trees have a vital role to play in fighting climate change and providing much needed habitat for wildlife,' said Pip Borrill, head of partnerships at the Woodland Trust.

A GIANT CLASSROOM OF TREES

At the end of November, on a cold morning in the heart of the picturesque Derbyshire countryside, Premier and its customers were at it again – planting more trees.

Premier Paper invited 300 of its Carbon Capture customers and their customers to take part in the annual tree planting day with the Woodland Trust in Derbyshire. Joined by TV's Julia Bradbury and the Outdoor Guide, the tree planters met at the Woodland Trust's Heanor site in Derbyshire and were greeted with fresh breakfast sandwiches, hot coffees and teas. After a series of brief introductions, the intrepid eco warriors took to the fields armed with spades, wellies and determination, despite the bitterly cold November air.

The tree planting took place near Heanor in Derbyshire. Previously the site of a former opencast mine the area has been transformed into a haven for wildlife and people. The Woodland Trust plans to develop the site further, creating the Young People's Forest – a giant classroom for children and young people aged 10 to 20; they will be planting more trees, learning about nature as well as designing, delivering and taking part in activities.

As the day came to an end the final amount of trees that had been planted totalled a staggering 13,000, more than twice as many as the previous planting day. Amongst the saplings that were planted were maple, oak and silver birch, hawthorn and hazel – all of which are broadleaf trees native to the UK.

THE ACORNS GROW

We find out more.



Commenting on the success of the day Hussein Ismail, Premier Paper's CSR marketing manager, said: 'The day has been a great achievement, thank you to everyone who helped to make the day successful. It is our customers' hard work and dedication to the Carbon Capture programme that help to drive the campaign forward. The 13,000 trees planted today will provide cleaner air, safe habitats for wildlife and green spaces for people to enjoy for generations to come. Through our annual tree planting events, I think our customers plant a piece of themselves; Carbon Capture is their legacy.' GS.



Premier Paper was presented with a commemorative award at the recent tree planting day and Julia Bradbury was on hand to present the award to Dave Jones and to help plant some trees.

Julia commented, 'I am thrilled that the Premier Paper Group and its customers have raised over £1 million for the Woodland Trust through the Carbon Capture scheme – 100% of the money raised goes to the charity! It was great to present Dave with an award for achieving that milestone and to spend the day in Derbyshire with everyone helping to plant 13,000 trees in Shipley Country Park.'

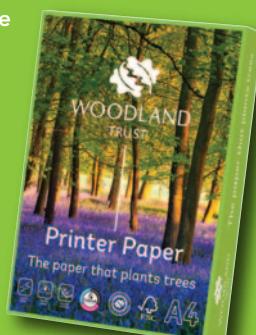
If you would like to turn over a new leaf and capture the CO₂ emissions from your product purchases contact your local Premier branch or visit www.paper.co.uk.

To learn more about the Woodland Trust be sure to check out www.woodlandtrust.org.uk.

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Woodland Trust Printer Paper has also contributed towards the £1,000,000 milestone and helps plant new British trees - it is the paper that plants trees!



IT'S NOT TOO LATTE TO RECYCLE!

James Cropper's CupCycling initiative has been partnering with leading brand names to upcycle one use coffee cups, which would otherwise go straight to landfill.

Merging the latest advances in sustainability with the creativity of the art industry, specialist papermaker James Cropper has created a new cartridge paper made in part from used coffee cups. The range was created for Seawhite of Brighton using the papermaker's CupCycling technology – the world's first recycling process dedicated to upcycling single use coffee cups.

Manufactured using 80% recycled materials, the range will help to reduce some of the 2.5 billion takeaway cups that are estimated to be thrown away in the UK each year. At 140 g/m², it has the body and tooth to work well with the widest range of media and techniques, making it particularly suitable for artists and students.

Seawhite of Brighton manufacture and supplies art and design materials to education and retail outlets around the world, building fame for its array of sketch books and pads noted for their outstanding tensile and tear strength.

The partnership sees James Cropper expand its scope from manufacturing the company's cartridge paper to include new CupCycling Cartridge sketch pad formats.

Richard Burnett, market sector manager at James Cropper, commented: 'Strengthening our 15 year legacy with an organisation so firmly grounded in the creative industries aligns with our own commitment to produce beautiful papers that fuel creativity.'

'To date, we have recycled over 100 million coffee cups at our CupCycling facility, however we have the capacity to convert up to 500 million per year into papers and packaging. Partnerships with companies such as Seawhite of Brighton prove that circular design has a firm place and presents a viable option in many industries.'

Nick Tobin, director at Seawhite of Brighton, commented: 'CupCycling is an innovative and ambitious attempt to solve a substantial problem. By working with the team at James Cropper, we have been able to create a high performance, versatile art paper by bringing together high quality cup fibres and our own all-media formulation. The partnership demonstrates how a zero waste process can also present real creative possibilities.'

Already gaining traction, University of the Arts London, The Eden Project and Hobbycraft have confirmed stock listings along with art supply outlets and galleries across the country.

GREETINGS TO NEW CARDS

In another artistic and creative expression of circular economy, James Cropper has transformed disposable coffee cups and responsibly sourced paper pulp into a beautiful card collection designed by Hallmark.

The latest collaboration sees the CupCycling facility used to create a shining example of what can be produced from coffee cup waste.

As two family businesses with innovation and care at the heart of

their values, the companies are working towards a world that is less wasteful and more beautiful.

Steve Adams, managing director at James Cropper, commented: 'Transforming a morning latte into a beautifully designed and positive sentiment really captures the spirit of CupCycling; a second life for coffee cups can often be more compelling and longer lasting than its first.'

'This partnership demonstrates the value that this precious raw material has, and how it can produce truly creative outcomes, setting a high benchmark for outstanding circular design.'

Following work with the likes of Selfridges, Costa and McDonald's, the collaboration further demonstrates James Cropper's belief that creative partnerships are the way to tackle the waste issues the UK, and the world, faces today.

Alison Murnane, at Hallmark Cards, commented: 'We already make Hallmark cards from responsibly sourced paper, so we were delighted to work with James Cropper to help drive forward another sustainable way to make an impact by taking some of the today's waste and turning it into a beautiful card that creates a lasting moment for tomorrow.'

In stores from October 2019, the cards and envelopes in the collection are 100% recyclable. Comprising 44 beautiful cards, designed within boutique collections, the range allows shoppers to choose the perfect card to express how much they care in a way that is considered in both style and caring for the environment. **GS.**



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THINKING ABOUT TO

Leipa is a paper maker that has a strong vision of the future, and this vision is firmly centred

'**A**s a responsible steward of our planet, Leipa is the leading global manufacturer of 100% FSC certified, post consumer waste recycled paper. The future of our planet requires that waste paper must become part of a circular economy. Good morals and good business have become a moral imperative.'

'Leipa is keen to work in partnership with brands who share our commitment and with our environmental story, we can together communicate this great message through the power of print,' commented Sarah Lesting, sales and business development manager, Leipa UK Ltd.

And, it is this commitment to sustainability, and the incredible environmental tale that Leipa has to tell that has made it not only into a leading paper maker, but also a leading recycler.

Leipa, which is headquartered in Germany, is all about passion, process and technology, and the independent company can boast six generations and more than 170 years of 'responsibility and sustainability'.

The company's product range spans sustainable packaging grades and quality liner, flexibles and magazine papers, including ultraMag Plus Matt, on which this issue of Green Solutions is printed. We used the 115 g/m² paper – 100 g/m² and 115 g/m² are new additions to the Leipa portfolio.

The range is FSC certified, PEFC certified, EU Ecolabel, IESEGA certified (food contact, so can be used for the likes of trayliners) and holds the prestigious Blue Angel.

Additionally, the mill where it is produced holds ISO 9001, ISO 14001, ISO 50001, OHSAS 18001 and the EMAS certifications.

TOO VALUABLE TO WASTE

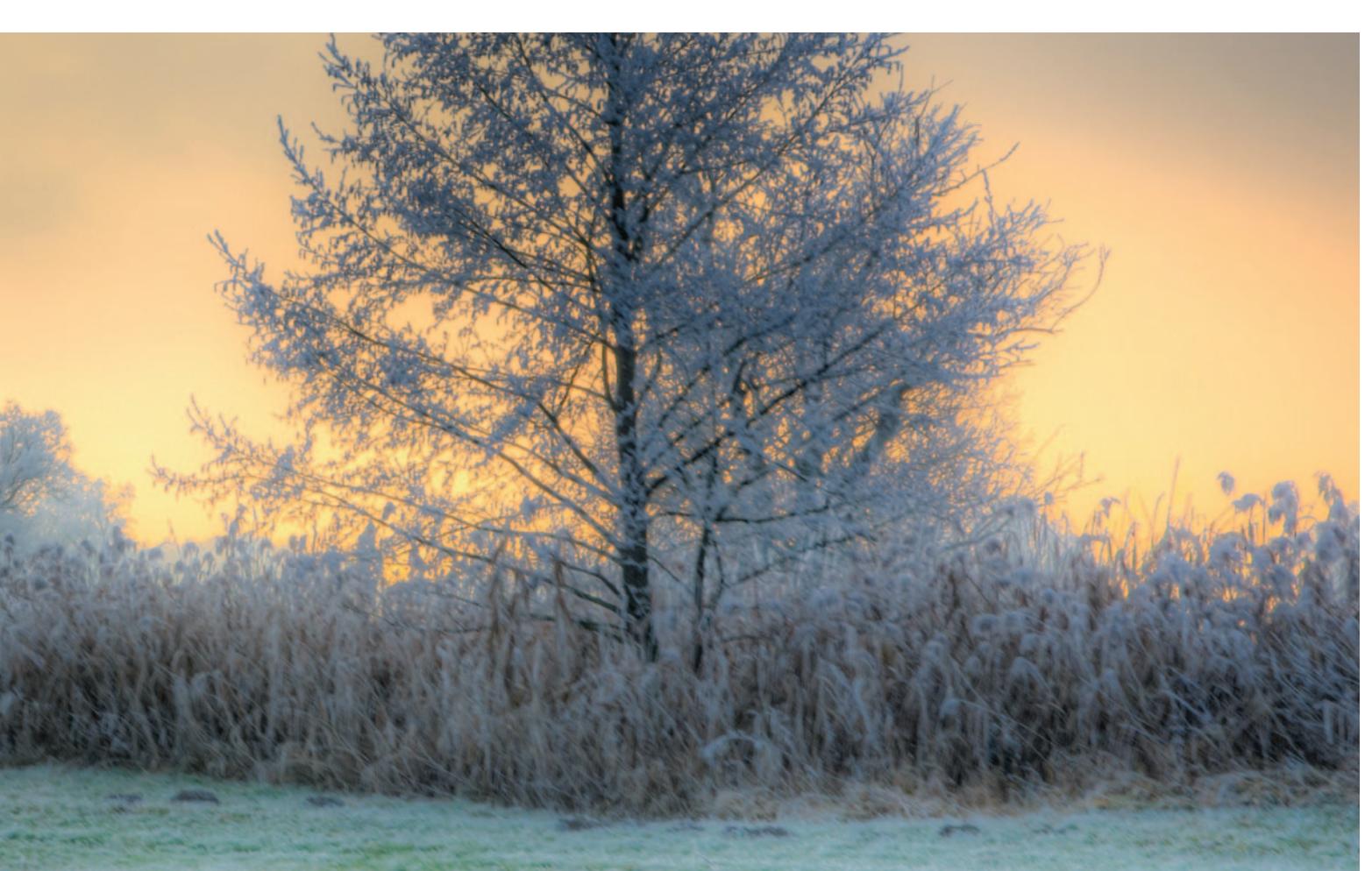
Paper is truly sustainable and used paper and packaging is an extremely valuable resource, which can be recycled and reused several times to make new products. In fact, paper is the most widely recycled material in the world.

Like all of Leipa's papers, ultraMag is made from 100% recycled fibres, which the company recovers at its own leading edge recycling facilities. In fact, at the company's Schwedt mill, there are three de-inking plants, all owned by Leipa, the most recent commissioned 2018. This is where the professional processing of waste paper takes place at the highest possible technical level.

From here, the recycled fibres can be used to make high quality paper in the company's leading edge papermaking processes.

The company uses more than 1.5 million tonnes of recovered paper per year.

The Schwedt site also benefits from a high tech power plant, which provides 100% of the steam required and 25% of the



MORROW, TODAY

ed on sustainability.

electrical energy required is also generated at the site – thus cutting energy impacts on the environment.

The paper that is used for recycling is purchased through MAD Recycling GmbH, which is a wholly owned subsidiary of the Leipa Group, bringing control of raw material and finished product into a sustainable loop, whilst the mill's proximity to Berlin and Brandenburg, both of which have high density populations, makes this area key for collection of waste paper – thereby again reducing environmental impact and cost.

The Leipa Schwedt mill celebrated its 60th anniversary this year and is now one of the one of the largest and most modern in Europe. Here, during the actual papermaking process, it ensures environmental care, which is based on mechanical and natural principles – without chlorine or similar harmful chemicals.

As well as raw fibrous material, papermaking also needs a great deal of water. Leipa ensures that all water that it takes from the local rivers is returned in a cleaner state than when it is taken out, and the company boasts the title of lowest consumer of fresh water of all paper producers in Europe.

When the paper is made, it also has to be delivered. Here too, Leipa works with sustainability in mind.

Its own logistics company means that transportation choices are made to minimise the environmental impact. For example, in the

UK, the company is making transportation choices that eliminates 1500 trucks from mainland EU roads each year!

MORE THAN JUST GREEN

Leipa has the largest recovered paper production site in Europe and helps to close the recycling loop and lessen not only its impacts on the environment, but also saves a vast amount of waste from going to landfill by reusing it as a valuable raw material.

Whilst Leipa plainly has a huge passion for the environment and it is bred into its DNA, its care doesn't stop there. It also has a huge passion for quality, customer service, after sales support, technological expertise and reliability.

The satisfaction of customers is the 'focus and driving force' behind the company's commitment to building long term relationship with clients and to ensuring that they get the best. It really does believe in working hand in hand with its partners. This means that customers can not only benefit from its wonderful heritage of environmental care, but also from substrates that provide an excellent basis for all sorts of projects in print and packaging, and that work well every day ensuring that the papers clients use help them be as productive and efficient, and environmentally friendly, as possible. **GS.**

CUT THE WRAP THIS CHRISTMAS

A new poll has revealed that over 70% of people are concerned about additional waste created during the festive period, yet over a fifth have thrown away a Christmas present without even opening or using it!



Leading recycling company First Mile is urging people and organisations to 'cut the wrap and the cr@p' this Christmas as the company releases new survey results offering an insight into the views and habits of our nation during the festive period.

First Mile first launched its Cut The Wrap campaign last year to encourage greener Christmas wrapping choices, set against the backdrop of figures suggesting over 227,000 miles of wrapping paper is thrown away every year, enough to wrap around the Earth's equator nine times.

For 2019, the company is taking its Cut The Wrap campaign a step further, encouraging people to also 'cut the cr@p' and make considered Christmas purchasing choices that are kinder to the environment and create less waste.

Its new poll results indicate that consumers are keen to do more, finding that 71% of people in the UK who celebrate Christmas are concerned about the additional waste it creates, with over half (51%) of respondents saying that they will be making more effort to be greener this Christmas.

The poll surveyed 2000 UK adults about a variety of festive consumption and waste issues. The research reveals that, on average, respondents use 3.5 rolls of wrapping paper at Christmas, with nearly a third (28%) using five or more rolls – a significant amount of potential wrap to cut.

Christmas wrapping paper often can't be recycled as it is regularly plastic based, dyed, laminated and decorated with non

paper additives, such as glitter. First Mile's Cut The Wrap campaign mission is to spread awareness and inspire consumers to get creative when it comes to wrapping, choosing eco friendly alternatives such as newspapers and magazines, recycled brown paper and cloth.

THINK ABOUT THE PRESENT

Gifts are a good place to start to 'cut the cr@p'. On average, respondents say that just over half (55%) of the Christmas gifts they receive are things they actually want or need, with 41% admitting to re-gifting their unwanted presents to other people. Over a fifth (22%) say that they have thrown away a Christmas present that they didn't want or like without even opening or using the item and only 10% of people say that all of the gifts they receive are either wanted or needed.

According to First Mile's poll, consumers' biggest Christmas waste annoyances are too much packaging (22%), followed by too much plastic (16%) and wasted food (15%). Nearly half of those surveyed (44%) say that they feel that manufacturers and retailers do not do enough to minimise the environmental impact of Christmas.

When asked how they typically cut down on festive waste, 44% said that they make more of an effort to recycle. This was followed by:

- Be more conscious of volume of food purchased (34%).



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- Stop buying crackers containing plastic toys (34%).
- Go plastic free, or significantly cut down (30%).
- Be more conscious of energy consumption (29%).
- Stop sending physical Christmas cards (26%).
- Stop using traditional wrapping paper (26%).
- Buy items that can be reused each year (24%).

AND OUR FUTURE

Looking to the future, being greener was the third most popular likely given New Year's resolution in the poll, with 40% of respondents saying that saving money is a likely resolution for them in 2020. This was followed by losing weight/eating more healthily (36%) and almost a quarter (24%) saying they are likely to resolve to try and be eco friendlier.



First Mile founder and CEO, Bruce Bratley, commented: 'It is great that there are lots of good intentions surrounding festive waste, but it is important that these intentions are translated into positive action to cut both the wrap, and the cr@p, this Christmas.'

'Although people are clearly concerned about Christmas waste, we, as consumers, need to stop buying items that aren't wanted or needed and that can ultimately damage our planet, such as throwaway novelty gifts.'

'The UK produces a colossal amount of waste every Christmas, and I think it is an incredibly sad statistic – both for the environment

and for good intentioned gifters – that over

a fifth of people have thrown away a

Christmas present without

even opening or using it, and that only 10% of people want or need all of their presents.'

'It is easy to apportion blame to manufacturers and retailers, but

we must remember that it is also

us as consumers whose buying choices are responsible for our nation's festive footprint. Being more gift aware this year, will ultimately set the precedent of what appears on Christmas shelves next year.' **GS.**

GOOD IDEA TO CUT WASTE THIS HOLIDAY SEASON

- For recycling especially tricky items this Christmas, including champagne corks, tree lightbulbs, coffee pods and compostable food packaging, First Mile has introduced its easy and low cost courier service, RecycleBox. With prices from £10, the box can be filled with hard to recycle items or items that are not traditionally recycled through household or commercial waste services and sent back to First Mile for processing.
- Sorting your secret Santa? Why not get crafty with wrapping. You can achieve a stylish finish using newspaper and string for instance (see picture), or reuse other wrappings rather than buying new.
- Have natural decorations in your office. Natural things that you find in the countryside make great decorations without having to buy plastic – acorns, pinecones, fresh holly and berries, pieces of shaped wood, or use fruits studded with spices – not just oranges, but other citrus, or dried apples wrapped with cinnamon. Or, make shapes for the tree out of recycled corrugated and hand them with old fashioned string.



- Think about the gifts you give. Think about reuse instead of something that will be used once and thrown away. Instead of secret Santa and all those pressies that will probably end up in the back of a drawer, what about a gift swap where your staff all contribute something handmade and people choose their gift – or better still what about everyone bringing in something for a food bank and giving the gift to a charity instead.
- If you give gifts to all staff, what about the gift of time instead. Rather than buying something they may not need, how about a voucher for an extra afternoon off, for instance. Or buy a tree in everyone's name, plant it and watch it grow throughout the year.

EXCEL USIVE TRADE PRINTERS

A large, bold, black and white graphic of the word "EXCEL" is positioned at the top left. Below it, the words "USIVE", "TRADE", "PRINTERS" are stacked vertically. The background is a vibrant, abstract collage of images. It includes a woman's face in profile, a person working at a computer, and a close-up of a printer with a "FLASH DRY" label.

RP RoutePrint

I'M DREAMING OF A

And, a green new year too!



GREEN CHRISTMAS

I love Christmas – it is certainly one of my favourite times of the year. Yet, I am more than happy to pass up on a white one!

Never a fan of snow and ice, I hope instead for a green Christmas – one where every one of us does our bit for the environment, even if that ‘bit’ is something small.

Thankfully, I am not the only one who is looking forward to a green Christmas, and this year once again has seen many great initiatives from companies and organisations who clearly think along the same lines as Green Solutions does. So, we thought we would have a look back over the year and get our green highlighter out to remind you all of the many positives.

GETTING GREEN CLOSURE

Item Products launched Box Latch.

The Box Latch is a re-usable carton closure that enables corrugated packaging to be re-used using a simple closure system, as opposed to tape or staples.

The Box Latch mission is to create sustainable packaging by making boxes re-usable many times over. This seeks to disrupt the industry norm of only using corrugated boxes once before they are sent for recycling or doomed for landfill – which accounts for 90% of corrugated boxes currently. Box Latch is helping companies reach their waste reduction targets, improve supply chain sustainability and create leaner manufacturing, all with an innovative, low technology solution.

The closures come in three sizes and are made from 100% black recycled plastic. Other colours are available on request. Corner clips, which helpfully hold the box open, allowing it to be filled quickly and easily, are also available.

A GREEN WRAP

AMS Mailing Systems launched the Eco-Mailbag, an eco friendly magazine wrapping system that works with compostable film.

The Eco-Mailbag wrapping system offers a great way to enclose and mail magazines, brochures and catalogues in a secure manner. As well as improving the security and presentation of mail, wrapped material stands out as soon as it arrives on the doorstep and is appealing to consumers due to the growing awareness of environmental impacts.

AMS's eco friendly compostable film wrap is highly transparent and made from a by-product of potato chip manufacturing. It is certified as fully home compostable. This means it can be easily disposed of with food waste, garden compost or in green council recycling bins. It is also completely biodegradable and contains no oil based materials, plastics or harmful toxins.

The Eco-Mailbag wrapping machine is also available and can wrap items up to 250 mm wide including A4 and A5 packs, up to 1300 mail packs can be processed per hour. The Eco-Mailbag is so simple to run, users simply drop their material in the top of the machine, press a button and the pack is ejected automatically fully wrapped.

A PEAK INTO ENVELOPES

Peak Envelopes added an exciting new addition to its range.

Based in Watford, the company now offers an innovative new solution at a time of growing societal concern of over use of plastics.

With the industry gradually turning away from anything poly that is non recyclable, non biodegradable or simply environmentally unfriendly, Peak Envelopes was keen to fill this void and provide a solution that would benefit its customers and the environment!

The Enviroflute is a fully recyclable alternative to the traditional plastic bubble bag, made from sustainably sourced paper, offering the same level of protection via an internal corrugated design.

The design is smoother and more streamlined than its plastic counterpart, allowing easier printing.

The sleekness and lightness of the Enviroflute cleverly addresses the problem of ‘empty space packaging’, as well as benefitting from significantly reduced postage, storage, holding and transport costs, thus also boasting a reduction in CO₂ footprint.

WATCHING GRASS GROW

Ritrama is another innovator this year, launching Eden, a natural paper specifically for the labelling of wine, spirits and beer. What makes Eden particularly innovative is its environmentally friendly composition: it is produced using up to 50% dried grass fibres and the remainder of pure virgin cellulose fibres.

The label has to convince consumers to buy a bottle of wine. The label must interpret the wine's personality, story, quality, taste and fragrance. Eden inherently transmits the values of a natural, healthy, organic and environmentally friendly product.

Besides the unmistakable grain of the face material, colour and perfume (yes, it smells like grass), the innovative composition also ensures the lowest possible environmental impact. In fact, the presence of up to 50% of dried grass fibres in the pulp, reduces drastically the consumption of water and electricity, with a consequent reduction in the quantity of CO₂ released into the atmosphere.

ROUND AND ROUND

Marks & Spencer took action to prevent plastic waste from going to landfill by launching a new initiative, which enabled customers to take back non recyclable plastic packaging to stores.

Customers could drop a variety of plastic packaging in M&S's recycling bins, including black ready meal trays, crisp packets, sauce sachets and certain cosmetics containers, all of which aren't currently recycled by local councils and typically end up in landfill. The retailer pledged to give collected plastic a new life by recycling it into store fittings, furniture and playground equipment for schools.

As part of its plastic plan, M&S will ensure all of its packaging is widely recyclable by 2022.

AND ROUND AGAIN!

RPC Tedeco-Gizeh launched an initiative to help customers recycle used cups into valuable second life products.

The company works with sister business from the RPC Group, RPC bpi recycled products, so that vending suppliers and operators who collect their own used cups can deliver them to the RPC bpi facility in Dumfries. There they are reprocessed and

blended with other recycled polymers for use in the manufacture of RPC bpi's Plaswood. This is a high performance lumber made from 100% recycled plastic that does not rot, splinter, crack or degrade with age and requires no maintenance. Products manufactured in Plaswood include fences, posts and outdoor furniture.

WORKING TOGETHER

AR Packaging introduced a gas tight pressed board tray packaging for chilled foods based on technology developed together with Stora Enso.

Modified atmosphere packaging (MAP) is a new application for pressed paperboard trays. Now it has been enabled for the first time by combining Stora Enso's expertise in renewable materials with tray production expertise by CC Pack. The new gas tight tray provides a cost efficient and sustainable alternative to plastic trays with high proportion of renewable materials and attractive look and feel of paper. The trays are produced with new tray pressing technology, and their material is barrier coated board Trayforma by Stora Enso.

The board trays are supplied with a matching lidding material which provides a safe seal and a barrier adapted to the packed product's needs.

A CUP OF GOODNESS

Frugalpac – manufacturer of a fully recyclable coffee cup made from recycled paper – opened a new manufacturing facility in Wrexham, North Wales, to produce its Frugal Cups. The 'Frugal Cup' offers an environmentally friendly solution for cafes and consumers seeking an alternative to non-recyclable disposable cups.

Frugal Cups are available in three sizes – 8 oz, 12 oz and 16 oz – in several branded styles as well as bespoke designs through an in-house printing process. Made from recycled paperboard, with no waterproofing chemicals, the cup's food grade liner separates easily during the standard recycling process. The paperboard and liner can then be recycled through separate streams which means that the cup can be disposed of in any recycling bin at home, on the street, in the coffee shop or office.

SANTA COMES DOWN THE CHIMNEY

Chimney Sheep launched several new products this year, including a range of sustainable gardening gifts that make for a perfect plastic free Christmas. This includes a gardeners' natural mulch selection pack, seed balls, bird nest kits and a value pack of mulch mats all of which work to both attract wildlife and encourage natural growth of a garden.

To help grow a healthy ecosystem within a garden and increase natural pollination, Chimney Sheep has launched a range of bird and insect friendly gifts in the form of seed balls and seed ball kits,

WE REALLY LIKE...

I get hundreds upon hundreds of e-mails each day, with a lot of 'newsletters' included. I am sorry to say that most of these get dumped straight to the trash.

Yet, one I look forward to each morning is New Atlas.

Started in 2002, the site has produced more than 50,000 articles covering everything from the environment to the latest in science, technology, clever architecture and design, to what is happening in our universe.

Did you know for instance that a new eco friendly gel could help prevent forest fires, or that a giant raft of volcanic rock is floating towards Australia and may well help the ailing Great Barrier Reef, or that a sprinkling of seaweed in a cow's diet helps cut methane burps! It really is an interesting read.

The site is jampacked with interesting stuff and for those of you who relish a good morning read, we thoroughly, thoroughly recommend visiting newatlas.com – we really like it!

both of which make for lovely stocking fillers for children and adults alike. The ready made products contain eight seed balls that have a mixture of wildflowers which work to attract bees and butterflies and can be launched in gardens to brighten an area up. The seed ball kits are a 'make your own' version, containing a wildflower mix that can be added to with other wildflower varieties. The kits contain enough seeds to make 20 to 30 seed balls and well as a mix of humus and clay to protect the seeds and provide nutrients for germination.

The Chimney Sheep Bird Nest Kit is made up of a multi-purpose nest box suitable for a range of bird species and with a bag of wool, for the birds to use as nest lining. The nesting box is perfect to attract birds to nest in gardens for the spring. It is made of solid FSC approved larch, and the wool is 100% Herdwick wool wrapped in jute mesh – so completely plastic free. GS.

DID YOU KNOW...

Some 54% of Christmas gifts are returned, yet, it is currently cheaper to destroy these goods than return them to the shelves.

Retailers pay around £8 per item to retrieve returned items, so 50% never make it back to the shelves to be resold according to Globechain, the UK based reuse marketplace. Much of this 'waste' ends up in landfill.



4EVERGREEN

A unique industry alliance is now helping to boost the contribution of fibre based packaging in a circular economy.

The Confederation of European Paper Industries (CEPI), the association representing the paper industry, has launched, in association with its members, a new alliance called 4evergreen. The aim of the alliance is to boost the contribution of fibre based packaging in a circular and sustainable economy that minimises climate and environmental impact.

In addition, the alliance will increase awareness about the benefits of fibre based packaging materials, advocate for EU legislation supporting product design for recyclability and call for the development of optimised collection systems and appropriate recycling infrastructures.

ENGAGING AND CONNECTING

The rise of environmental awareness and consumer concerns, as well as the increase of packaging focused regulation, such as the Single Use Plastics Directive, have helped companies to accelerate the development of alternative packaging materials including fibre based packaging with a view to helping consumers make more climate friendly choices.

4evergreen was created as a forum to engage and connect industry members from across the fibre based packaging value chain, from paper and board producers to packaging converters, brand owners and retailers, technology and material suppliers, waste sorters and collectors.

'Fibre based packaging can be a game changer for material substitution,' said Eija Hietavuo, chairwoman of 4evergreen and senior vice president Sustainability Stora Enso Consumer Board. 'Our common goal is to deliver a holistic approach to optimise the sustainability and circularity of the fibre based packaging's lifecycle.'

'The time to act is now!' added Jori Ringman, director general at CEPI. 'Our industry already has a strong track record in environmental performance and recycling, but our ambition is higher. We are driving

a system wide shift to transition to the next level of circularity and climate resilience. 4evergreen will be the place for the whole industry value chain to co-create and collaborate for a change.'

GLOBAL COLLABORATION

This unique alliance brings together the whole value chain.

The first 4evergreen alliance members include Nestlé, Danone, Stora Enso, Smurfit Kappa, Sappi, Metsä Board, UPM, Mayr-Melnhof Group, Reno de Medici, Kotkamills, Ahlstrom Munksjö, International Paper, BillerudKorsnäs, Huhtamäki, SEDA, SIG Combibloc, Tetra Pak, Elopak, Walki, Schur Group, Cardbox Packaging, Firstan Ltd, Westrock, Leonhard Kurz Stiftung & Co KG, Graphic Packaging International, AR Packaging, Mars, Baumer hhs GmbH, and Van Genechten Packaging Group. The alliance is welcoming more organisations to join the collaboration.

'Extensive, global collaboration is essential in promoting circular economy and combating climate change. Together we can utilise the full potential of fibre based packaging and provide solutions based on renewable raw materials for packaging of the future,' said Mika Joukio, CEO of Metsä Board.

'This is a critical step to strengthen circular bioeconomy in Europe, and to boost the role of fibre based packaging solutions in the market,' explained Karl-Henrik Sundström, CEO of Stora Enso. 'Plastic litter is a global problem that cannot be tackled without climate smart, renewable and recyclable solutions. Joining forces with companies across the value chain can bring about a real, transformative change.'

According to Eurostat, fibre based packaging is already recycled in Europe at the rate of 84.6% and the volume of recycled fibre based packaging alone equals that of all other recycled packaging materials together. The industry is looking to advance and bring to market new innovative products using recycled fibres through initiatives like 4evergreen. **GS.**

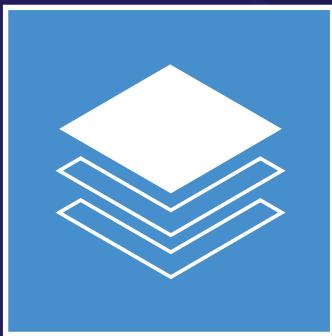


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A TONIC FOR WILDLIFE

Award winning gin farmers at Warner's share their mission to do their bit for the long term health of British flora and fauna.

Many people enjoy a quick tipple (or two) (or three) over the festive holidays, but it is nice to know that for some, a commitment to sustainability is not just for Christmas.

Early December sees World Wildlife Conservation Day and Warner's, the maker of one of the UK's super premium gins, is upping the ante on its long term commitment to both save the world from mediocre gin and to help safeguard our precious British wildlife and countryside.

With six acres of botanicals alone, an apiary and a series of forward thinking initiatives and collaborations with conservation charities and research institutions, Warner's is rooted in the love of the land and dedication to giving back more than it takes. Its pioneering efforts were recently recognised with a Stakeholder Engagement Award at The Footprint Drinks Sustainability Awards 2019 for its Project Honeybee initiative – the company is the only craft gin maker to have ever received such an accolade and it beat giants such as Budweiser for first prize.

TASTES GOOD AND DOES GOOD

New Warner's Raspberry Gin, made with real hedgerow fruits, went nationwide earlier this year, and you can purchase it in the knowledge that 25p from the price of every bottle sold is donated to the People's Trust for Endangered Species (PTES), to support hedgerow habitats in Britain. (Yes it should be £1, but at least it's a commitment, and this is some tasty gin!) The partners will work tirelessly together

to improve hedgerows, through active conservation, with the aim of safeguarding up to 130 conservation priority species that rely on hedgerows for food and shelter – including our precious dormice. Some £10,000 has already been raised for the charity.

The autumn harvest at Falls Farm includes the collection of fallen nuts, berries, and seeds from the trees, hedges and botanical gardens. These are propagated to supply materials for improving the hedgerows, creating spinneys and providing additional habitat for wildlife on the farm. Rebuilding the beautiful tapestry of hedgerows, we once saw across Britain, also has a role to play in combating climate change through carbon sequestration.

Falls Farm is a hotspot for biodiversity, particularly when it comes to farmland birds. This year, Warner's has recorded four red list species that call the farm home, including Yellow Hammer, Skylark, Lapwing and, the UK's fastest declining species, the Turtledove.

The hedgerows and pastures at Falls Farm are also home to important populations of mammals including hares, badgers and hedgehog which are recognised as priority species for conservation.

BUSY AS A BEE

The company has also been busy as a bee when working to help these insects to thrive.

We are all aware of the sad plight of our bees and Warner's first actively demonstrated how business and conservation can work

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together when it launched its Honeybee Gin in 2017. Proceeds from each sale are donated to support Royal Horticultural Society projects and the gin comes with a packet of wildflower seeds so that you can plant your own bee friendly garden. In addition, the award winning Warner's Project Honeybee includes:

- Taking 400,000 Warner's Falls Farm bees on a to the flagship heather garden at RHS Garden Wisley to pollinate its National Collection of Heathers.
- Creating bee 'hotels' for pubs and consumers and the design means you can watch these amazing creatures at work.
- Working with the Arthingworth Estate – next door to the Warner's Falls Farm distillery in Harrington, Northamptonshire – in creating wildlife corridors of wildflower habitat.
- Working alongside global bee specialist Professor Jeff Ollerton, of Northamptonshire University, on important biodiversity research.
- Working in partnership with other local and purpose-full businesses and institutions from fellow countryside brand Joules, to Harper Adams agricultural college.

A key driver for founders Tom and Tina Warner and their all natural gins, is to be as self sufficient as possible in home grown and locally



sourced ingredients, and in sustainable, legacy building ways. They even have a full time conservation and sustainability manager and resident beekeeper in Jonny Easter.

Warner's Lemon Balm Gin is self sufficient in its three cornerstone botanicals of lemon balm, lemon thyme and lemon verbena, for example and the farm has been planting like mad this year – from raspberries and blackberries to Juniper trees.

This has included establishing six acres of botanical gardens and planting over 5700 botanicals at the farm, in a movement towards self sufficiency. The company has also planted over 750 trees this year alone.

It has also gifted around 100,000 packets of wildflower seeds with Warner's gin this year.

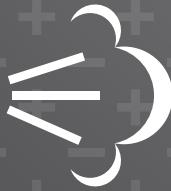
Tom Warner, founder of Warner's distillery, said: 'We should all make a conscious effort to contribute to the local, national and global efforts in protecting wildlife and conserving nature for future generations. At Falls Farm, our end goal is to become self sufficient in as many ingredients as possible – our botanical gardens and hedgerows are our flavour 'laboratory'.

'On World Wildlife Conservation Day, it is important to reflect on what we can do better and in our own small way we continue to strive to make gin the best way, not the easiest way – it is why we often say that what we produce is 'graft gin', growing and balancing flavours, as nature intended.' **GS.**



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EVERYONE

Nearly half of us believe it is not possible for one person to make a difference to climate change.

According to a new survey, nearly half of people in the UK believe it is not possible for one person to make a difference to climate change.

A poll of 2000 adults found four in 10 still have work to do when it comes to their attitudes to reducing their impact on the planet.

And 40% confess to having an 'I will do it tomorrow' approach to being more eco friendly.

To help highlight the positive impact that one person acting now can have on the future of the environment, Smart Energy GB commissioned the research, alongside launching a new partnership with the National Trust.

Across Great Britain, augmented reality installations at six National Trust sites offer a look at what the natural world could be like in 30 years time.

The experience takes visitors to the year 2050 showing what could happen to the places we love if we don't take action to become more sustainable as a nation.

Sacha Deshmukh, CEO of Smart Energy GB, said: 'This study clearly indicates many Brits don't realise that the small steps they can take will have a positive effect on the environment, but the good news is we all have the power to make a difference.'

'Visitors to the National Trust will see first hand what could happen if we don't all take action now.'

DO IT NOW!

The joint venture demonstrates the National Trust's ongoing commitment to tackle the climate emergency by using less energy and protecting the environment, whether that is capturing the energy of mountain streams, installing solar panels and smart meters in historic houses across Great Britain, or looking after woodlands.

And, if every household took energy efficiency measures now, we could achieve 11% of the UK's 2050 carbon target.

But when it comes to energy use, 17% of adults forget to turn the lights off at their house, and 23% drive short distances they could easily walk.

Around one in four confessed to still buying carrier bags from the supermarket rather than using bags for life while more than a quarter throw food waste straight into the bin, rather than composting it or putting it into food waste bins.

More than a quarter also put their washing on at 40 degrees or higher.

But more than six in 10 admitted to feelings of guilt when binning something that could have been recycled, with a bit more effort.

And a third believe there is more they could do when it comes to recycling in their household.

E COUNTS

change. But, we can all do our bit.

IS THERE A PROBLEM?

Encouragingly, 37% have installed a smart meter to monitor their energy usage, with a view to reducing how much they use.

Four in 10 of those polled via OnePoll also said they do more now than they did a year ago, in a bid to help the environment.

But while the same percentage say it is because they care about their own futures, 48% do it to make the planet better for their kids in years to come.

Shockingly, nearly a fifth of the population aren't even convinced that climate change is a real problem! And three in 10 believe the importance of it has been over exaggerated.

Sacha added, 'As a nation, upgrading from an old analogue meter to a smart meter will contribute to a 25% CO₂ saving by 2035.'

'Smart meters are the foundation of a smart energy system which will enable us to meet our net zero carbon targets, reduce wastage at source, allowing for the mass uptake of electric vehicles and better use renewable energy.'

TEN WAYS WE ARE HARMING THE ENVIRONMENT – THAT WE COULD CHANGE TODAY...

1. Buying fruit or veg in plastic bags rather than loose.
2. Leaving electronic items on standby.
3. Putting dirty recyclables into the bin instead of washing them out.
4. Taking your car instead of using public transport or walking.
5. Chucking food waste in the bin rather than composting it.
6. Doing a load of washing at 40 degrees or hotter.
7. Forgetting to take reusable shopping bags to the shop.
8. Buying plastic water bottles instead of having a refillable one.
9. Turning the heating on rather than putting on a jumper.
10. Throwing away and replacing things you could fix.



THE GREEN ROAD

Are we on the road to achieving truly sustainable packaging?

While the sustainability of packaging has been an important topic for brand owners for several years, the need to implement meaningful solutions has significantly gathered pace in the last year or two. Consumers are rapidly becoming more environmentally conscious, and packaging recyclability is now a major decision factor in their purchasing. Indeed, 48% of consumers in the US said they would definitely or probably change their consumption habits to reduce their impact on the environment, whilst among millennial consumers, the figure reaches 75%.

Many businesses have publicly declared very ambitious sustainability targets as a result, promising entirely recyclable materials in their packaging production and alternatives to plastic.

'What we have seen in the last 18 months is very different to what was happening before,' explained Eric Pavone, business development director, BU Web Fed at Bobst. 'Previously, sustainability was being utilised almost like a marketing approach, but in reality, not much progress was being made.'

'In the last 18 months or so, the pressure has grown to the extent that the industry has really shifted gear and now companies have dedicated huge research and development budgets to the sustainability, biodegradability and recyclability of their packaging. Many of the self imposed deadlines are challenging, but there is a real focus on this area now that makes them more achievable.'

As a result, sustainability is now driving great innovation, and the potential rewards are significant. Innovative delivery models and changing use patterns are calculated to be worth approximately \$9 billion to the plastics industry.

The key challenge for brand owners – particularly in the food industry – is producing new packaging materials without sacrificing

the security, freshness, appeal and visibility of the product inside.

MORE RESEARCH

Most flexible packaging is a combination of several materials, or polymers (eg polyester, polypropylene, polyethylene). Multi polymer materials used in flexible packaging are sophisticated formulas, adept at protecting food (for example) from oxygen, water and so on. But mixing polymers makes the task of recycling much harder and, given there is no standard composition of multi-polymer packaging, there is no feasible standard method to unpick and recover these materials.

'Recyclability really means mono polymer,' said Eric. 'As soon as you mix you have problems. But mono polymers traditionally don't perform to the level of multi polymer materials. The big challenge we face is that today's flexible packaging is a highly sophisticated engineered product, which is the result of two decades of innovation and development. We need to recover 20 years of engineering as soon as possible to find mono-polymer materials that perform as well as today's packaging, while also ensuring the same machine efficiency in the whole value chain of packaging. It is a challenge, but one we are making good progress with.'

PARTNERSHIPS BRING PROGRESS

Bobst has teamed up with several partners to produce new high barrier mono-material flexible packaging solutions designed for recyclability. The project has involved using different high barrier mono-material structures, each one thoroughly tested to guarantee all industry requirements were met in terms of processability, barrier, safety and optical quality. The different types of mono-material stand up pouches (MDO PE, BOPE, BOPP and CPP) were



first displayed at K 2019 in Düsseldorf, and are the outcome of considerable investment and intense research by the partners.

The partners include Dow, a resin supplier for the first step in the production chain, Brückner Maschinenbau for the production of the biaxial stretched polypropylene and polyolefin based films, Hosokawa Alpine for the production of MDO LDPE, Elba to convert the finished reels into pouches, and Constantia Flexibles to produce metallised high barrier LDPE stand up pouches.

The joint project team is working on these innovations utilising the Bobst Competence Centres for high barrier, printing and lamination to test the viability of the new materials. The team have been able to leverage Bobst technologies to see the production process through and carry out barrier and adhesion tests on the substrates in the company's laboratories equipped with world class measuring equipment.

'This is the first of a new generation of mono-material laminates,' said Eric. 'We established a group of partners because this is a pressing challenge and we need to work together and pool our engineering know how – separately we will get nowhere. There are industrial high barrier solutions existing in the world but now we need more and more solutions offerings and adopters, and then we will start to see more industrial scale offerings.'

BALANCING SUSTAINABILITY WITH QUALITY

A major focus for Bobst and its partners – now that they have produced a range of mono-polymer materials – is to optimise their viability in the packaging production process and ensure the quality achieved today on multi-polymer is achieved.

'These substrates react differently, the parameters are different,

so we need to keep moving forward to ensure these materials perform as well in all aspects as the ones we currently use,' said Eric. 'Yes, sustainability is the number one priority for brand owners now, but they do not want to make concessions on the visual appeal of their product packaging. So, a challenge for us is to bring 100% recyclability without any compromise on appeal. We need material to be scratch resistant for example, which is challenging with mono materials.'

INNOVATION ON OVERDRIVE

So, what is next?

'A major focus for everyone in the industry is developing biodegradable plastics that meet sustainability criteria and can be widely utilised in packaging processes,' said Eric. 'Because at Bobst we have all the relevant technology to be able to test the viability of industrialising new materials from raw material to printed and converted packaging and labels, we can add a lot of value in this area.'

Eric also highlights the potential of paper, which he says has high interest in the industry. Consumers already like paper and because it is a natural fibre, it is degradable and recyclable. But paper does not have the high barrier properties needed of plastic and similar materials, so a lot of current research and development focus is on finding ways to bring the high barrier properties to paper.

Ultimately, packaging must fulfil its primary purpose: to protect the product inside. But as environmental pressures increase, the need for packaging to be completely sustainable and recyclable reaches an equal priority. With the rate of current innovation, it may not be too long before we achieve it. **GS.**

LAYING MISCONCE

Are misleading labels causing 'eco littering'? The latest RawPac research shows that this

As an expert in its field, RawPac is keen to find solutions to the problems of sustainability and what we do with our packaging at end of life. The company is warning that confusion around 'compostable' packaging could lead to an increase in 'eco littering' as one in five (18%) consumers admit that they have dropped 'compostable' food and drink packaging outside, mistakenly thinking it is okay to do so in the belief it will quickly rot down where it is.

And, 38% of people say they have had to remove compostable packaging from their home compost bin because it didn't break down, without realising that this kind of packaging must be dealt with at specialist recycling facilities.

patience with the lack of recycling options available to them.

Some 18% of those questioned said they 'don't see much benefit' in recycling their packaging as 'it ends up in landfill anyway' and 29% regularly put their compostable food and drink packaging in normal public litter bins.

Despite frustrations from consumers, putting packaging labelled as 'compostable' in a normal litter bin still benefits the environment, as it requires less resource to handle at landfill than other packaging.

CONFUSION

Owner of Manchester based RawPac, Tim Wilson, believes the confusion over the term 'compostable' could lead to an



increase in eco littering by consumers who are buying this packaging in good faith to help the environment. He believes consumers want plastic free packaging, but are becoming frustrated at the lack of public composting facilities and confused by mixed messages about what they can and can't do with takeaway food packaging and coffee cups.

Tim warns more education is needed: 'Home composting isn't suitable for most 'compostable' food and drink packaging. This sort of packaging requires a commercial composting facility for it to break down. But consumers can be forgiven for being confused. After all, it often says

The study of 2000 UK consumers was undertaken by RawPac, which says that consumers are confused by environmentally friendly food and drink packaging labelling and are losing

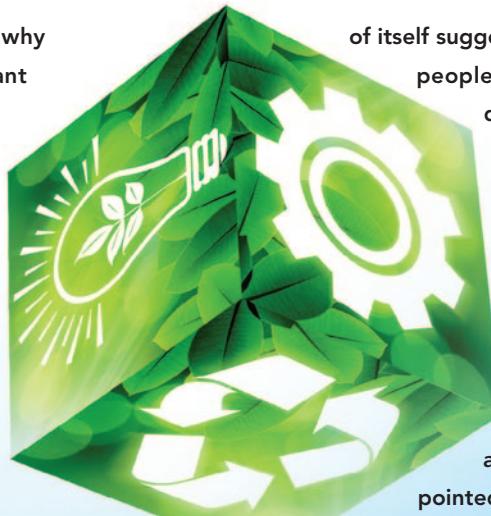
OPTIONS TO WASTE

might well be the case.

'compostable' on the packaging. That is why we have started calling our products 'plant based', rather than 'compostable'.

It manages expectations.'

The RawPac study found that many consumers believe



'compostable' packaging will biodegrade by itself if left to rot. And the study found that 18% of consumers have left compostable packaging outside to rot, effectively littering due to misconceptions.

Younger consumers are most likely to believe it is okay to drop litter if it is compostable. Some 28% of 18 to 34 year olds said they had dropped litter that was marked 'compostable' thinking it would was okay to do so.

MIXED MESSAGES

Tim says consumer expectations are out of kilter with reality.

'Labelling food and drink packaging as 'compostable' can cause consumers to see littering as harmless. Obviously, a plant based cup will break down eventually, but it is still an eyesore and contributes to other problems while it sits in a hedgerow or by the side of a road.'

'The industry is working hard to improve packaging and lower the environmental impact of convenience food and drink, but consumers are clearly frustrated at what they perceive to be a lack of facilities.'

'Even if plant based packaging goes to landfill, it is better for the environment as it breaks down naturally over time, something which normal paper cups don't do because of the waterproof coating used. The fact that a significant amount of consumers think that 'sending to landfill' is a bad thing in and

of itself suggests we could all be doing more to educate people on the benefits of plant based food and drink packaging.'

He continued, 'When consumers see 'compostable' on their packaging, they naturally think this means they can recycle their packaging at home. We feel that 'plant based' is a more useful description.'

'Consumers clearly have an appetite for helping the environment and are paying attention to what their packaging is made of, but if they end up disappointed and frustrated by their expectations and the mixed messages they are getting, we risk that appetite declining very quickly.'

'We are at a crucial point in the journey toward reducing our carbon footprint and hitting a critical mass of consumers demanding sustainable products, but if they think that their own effort is wasted, we will lose that support and momentum very quickly indeed.'

'One thing that really frustrates our customers is the lack of consistency across local authorities. With some authorities you can recycle certain things that others won't let you. And that applies to green waste too, which requires better provision from local authorities and better awareness among consumers.' GS.

- 'Compostable' packaging requires specialist recycling facilities to break it down effectively.
- However, one in five believe it is okay to drop 'compostable' packaging and leave it to rot outside – but it takes a long time and effectively becomes litter.
- Some 38% have tried – and failed – to compost their food and drink packaging at home.
- Some 29% feel bad for regularly putting 'compostable' packaging in normal litter bins.
- Some 18% 'don't see much benefit' in separating compostable packaging as 'it all goes to landfill anyway'.
- The term 'compostable' can be misleading and RawPac recommends 'plant based' as a more useful description.

THE CARTON CAMPAIGNERS HELP TO SAVE THE PLANET!

Pro Carton has launched a series of cartoon characters to showcase the '5Rs of Responsibility'.

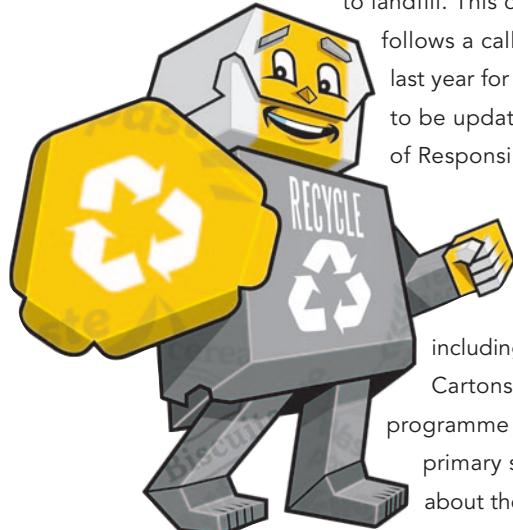


With the European Week for Waste Reduction (EWWR) taking place in November, Pro Carton – the European Association of Carton and Cartonboard manufacturers – marked the occasion with the official launch of The Carton Campaigners: five cartoon characters that illustrate the '5Rs of Responsibility'. Reflecting the values of Pro Carton, EWWR aimed to mobilise as many players as possible to implement actions that raise awareness of waste reduction, product reuse and materials recycling.

The newly formed Carton Campaigners has five members – as Pro Carton believes that for a circular economy to be achievable, the widely known 3Rs of Recycling – Reduce, Reuse and Recycle – must be updated to include 'Renew' and 'Replace'. To help the organisation in its mission to spread the word, The Carton Campaigners give each crucial action its very own mascot.

Together, the famous five represent a clear set of guidelines in which brands and consumers can take responsibility for their consumption habits and reduce the levels of packaging going to landfill. This creative initiative follows a call from Pro Carton last year for the 3Rs of Recycling to be updated to the 5Rs of Responsibility.

The fun characters will be incorporated across a number of Pro Carton's initiatives including the TICCIT (Trees into Cartons, Cartons into Trees) programme which aims to teach primary school aged children about the circular economy.



THEY HAVE THE POWER

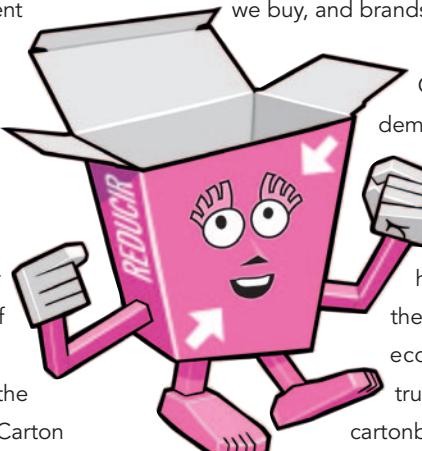
If the right materials are chosen, packaging doesn't harm our environment.

With 85% of paper and cartonboard packaging in Europe being recycled, Ricki

Recycle is here to show that boosting recycling rates – through an increase in the recyclability of packaging materials and improved recycling services for both consumers and businesses – is a solution.

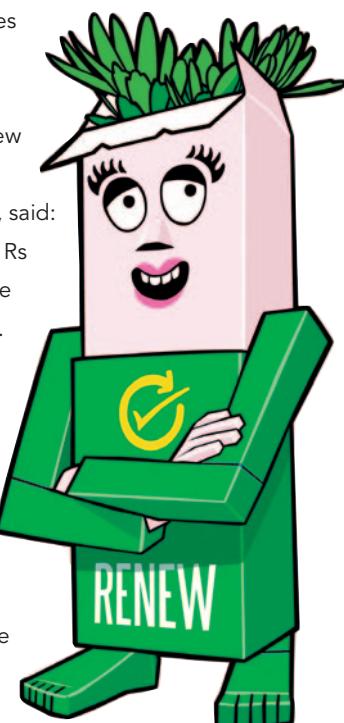
Ryan Reuse represents packaging that can be reused multiple times, for the same or a different purpose, offering significant benefits in terms of sustainability and productivity.

Small but mighty, Rhianna Reduce teaches us that one way to slow the detrimental impact on our planet is to reduce the amount we buy, and brands to reduce the amount of packaging used.



The newer members of the Carton Campaigners include Ronnie Replace, who demonstrates how switching non-renewable or sustainable materials for more environmentally friendly alternatives such as cartonboard is a great solution which helps brand appeal, and Renée Renew tells the story that the best way to achieve a circular economy is to choose packaging which is truly renewable, such as cartonboard which comes from sustainably managed European forests.

Speaking about the launch of the new cartoon characters, the real life Tony Hitchin, general manager of Pro Carton, said: 'We are really excited to launch our five Rs characters – each one really brings to life the message that we are trying to share. In the current climate, the three Rs are no longer enough to resolve the issues we are facing worldwide. But if we demonstrate the importance of the five Rs of Responsibility – by enlisting the help of the Carton Campaigners of course – then I believe that together we can encourage the use of sustainable materials so there is hope of a brighter future for our environment.' **GS.**





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“It allows us to do a lot of meetings in one location and see what is new on the market, you can't beat seeing things in real life rather than just online.”

Ian Stapleton, European Technical Packaging Manager, GSK LTD

“The UK is leading the way on environmentally friendly packaging, which is showcased at this event.”

Rob Cooke, Packaging Design, Google

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I have been observing...

The use of recycled products really is getting everywhere. Now, leading ethical jewellery brand Lebrusan Studio has announced that recycled diamonds will be used across its collections. Part of the conscious movement towards the use of recycled materials in more of the brand's pieces than ever before, this is another step in the overall realignment and focusing of the eponymous jewellers.

'We are in a state of climate emergency,' said founder and designer Arabel Lebrusan. 'Global warming has reached crisis point. No matter how fairly traded or carefully sourced, newly mined materials use up valuable resources. It is vital that we slow down the rate at which we are currently consuming water, land and energy.'

The recycled diamonds offered by Lebrusan Studio will date back more than 20 years and flaunt vintage cuts. This means that the appeal is not only in their minimal impact on the environment, but in their unusual charm.

The socially responsible and environmentally conscious brand has offered 100% recycled platinum, gold and silver since its shop was set up in 2008.

So, if anyone is looking to buy the GreenWitch a little something this Christmas...

A SPLASH OF GREEN COLOUR

If you are looking to brighten up your business for the new year – here is a good idea.

A Nordic paint company has launched a new collection to protect endangered species. Tikkurila's new Endangered Colors collection consists of nine different paints, each representing an endangered animal species. Tikkurila donates one euro per sold product to the protection of endangered animals.

According to an environmental report by the United Nations, one million plant and animal species will face extinction during the next decades. As species go extinct, unique colours are forever lost.

The species in the product family include Siamese fighting fish, snowy owl, Siberian tiger, giant panda and Sumatran orangutan.

In addition to bringing attention to a global concern, a fundamental part of the campaign is to give tangible aid to the protection of threatened animal species.

'The goal of Tikkurila's paints has always been to protect buildings and furniture, thus increasing their lifespan. With Endangered Colors this effort expands to the most threatened species on the planet. I believe that we can raise awareness, help protect threatened animal species, and make sure future generations can enjoy a colourful tomorrow,' said Elisa Markula, CEO at Tikkurila.

The new paints and their packages are designed to be as environmentally friendly as possible. All the products in Endangered Colors collection are low emission, water borne paints and packed in packages made of recycled plastic.

'Quality, sustainability and safety are our guiding principles in raw material selection and product development, and throughout all our operations. Our goal is to continuously reduce our environmental impact by investing in the development and promotion of water borne and low emission paints,' Elisa underlined.

ARE YOU A HERO?

The Global Recycling Foundation has revealed that the theme for the third Global Recycling Day, taking place on 18 March 2020, will be 'Recycling Heroes'. The Global Recycling Foundation wants to recognise people, places and activities that showcase what an important role recycling plays in creating an environmentally stable planet. A worldwide social media search and competition will be launched in January, with the aim of recognising both the known and unknown heroes.

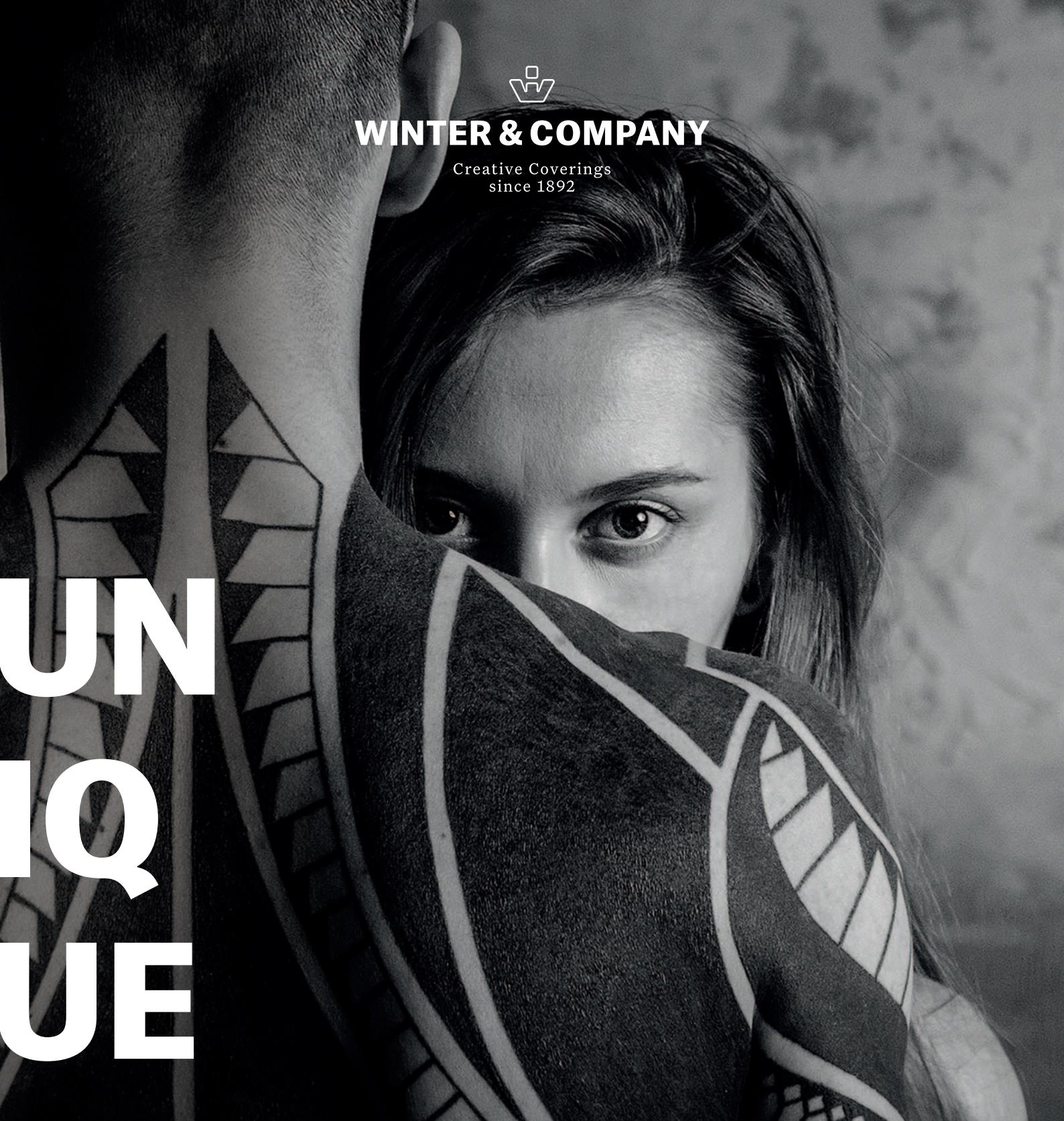
Global Recycling Day was created to celebrate the importance that recycling plays in preserving the earth's primary resources (water, air, coal, oil, natural gas and minerals). Aiming to bring people together and champion ways to put our planet first, Global Recycling Day highlights the need to consider recyclable materials as resource rather than waste, celebrating the power of the 'Seventh Resource' – the goods we recycle every day.



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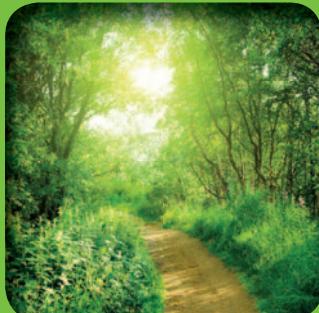
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