

Green print

green^{HAT} graphic design

Welcome

green^{HAT} is a graphic design company based in Bristol.

We are a team of people with a passion for design and ethical social responsibility. It's all about changing the way work happens.

Go green print workshop

Why print should be part of your media strategy

Expel some of the myths about print

Helpful tips on green printing

Learn something you didn't know - hopefully!

I
CAN TALK

TO YOU

LIKE A

TRUSTED

FRIEND

I am the power of print. Integrating the emotive impact of advertising into your campaign and, through the trust they place in you, you can double purchase intentions. You can also generate £2.77 for every £1 spent. For more reasons to utilise print media, email info@printpoweruk.co.uk or visit www.printpoweruk.co.uk



WILL WORK

WONDERS

FOR

YOUR

REPUTATION

I am the power of print. Holding attention for an average of 40 minutes, newspapers can generate £5 for every £1 spent. As part of an integrated campaign, the results are even more astounding. For more reasons to utilise newspapers, email info@printpoweruk.co.uk or www.printpoweruk.co.uk



THE
ONLY THING

MISSING

FROM YOUR

CAMPAIGN

IS
ME

I am the power of print. By adding print media to TV and online campaigns, you almost double your brand awareness. You also increase consumers' purchasing intentions by over 50 percent. For more reasons to utilise print media, email info@printpoweruk.co.uk or visit www.printpoweruk.co.uk



I AM
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NOW

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I
CAN HOLD

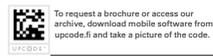
YOUR

GAZE

FOR

HOURS

I am the power of print. Many global brands regard catalogues as their ultimate sales tool. Easy to use and informative, they draw consumers into a brand's world, helping to drive purchases. What's more, their success can be measured quickly and accurately. For more reasons to utilise catalogues, email info@printpoweruk.co.uk or www.printpoweruk.co.uk



General ignorance quiz

True or False

Making paper destroys forests

Paper is bad for the environment

Paper consumes a lot of energy

Paper has a high carbon footprint

Harvesting new trees to make paper is bad for the environment

Print and paper are wasteful products

Mythbusting

Myth 1: Making paper destroys forests

Fact: No, the opposite is true

“The single biggest direct cause of tropical deforestation is conversion to crop land and pasture, mainly for subsistence”

REPLANTING THE RAINFORESTS.ORG 2009

“Since the 1990s, the forest area in Europe has been increasing steadily. In the FOREST EUROPE region alone, the forest area increased by 17 million hectares in the last two decades. In addition to forest area, the volume of wood in pan-European forests is growing and a steady amount of roundwood is delivered by forests every year.”

MCPFE STATE OF EUROPE'S FORESTS 2011

Mythbusting

Myth 2: Paper is bad for the environment

Fact: No, paper is a sustainable product

“Forestry practice in Europe is developing in a way that can be considered good for biodiversity”.
THE EUROPEAN ENVIRONMENT AGENCY (EEA)

“European forests also play an important role in the conservation of biological diversity and the area of forest primarily designated for this purpose is expanding. Moreover, while globally, terrestrial carbon stocks are decreasing as a result of the loss of forest area, thus causing substantial carbon emissions, forests in the FOREST EUROPE region store and sequester increasing amounts of carbon in their biomass”.

MCPFE STATE OF EUROPE'S FORESTS 2011

Mythbusting

Myth 3: Paper consumes a lot of energy

Fact: Yes, but less than you'd expect

"On average it takes 500 kilowatt-hours(kWh) of electricity to produce 200kg of paper, the average amount of paper that each of us consume each year"

PRINTPOWER 2011

Equivalent to:

"Powering one computer continuously for five months;
Burning a 60w light bulb continuously for one year;
The energy consumed by a typical household leaving it's
electronic equipment on stand-by for a year"

PAPER AND THE ENVIRONMENT, ATS, 2007

Mythbusting

Myth 4: Paper has a high carbon footprint

Fact: It's not as high as you think

2% of the UK's current energy requirement is demanded by data centres;

One email with a 400k attachment, sent to 20 people is equivalent to burning a 100-watt light bulb for 30 minutes

Half a UK household's energy requirements could be used to drive laptops and PCs in the next 10 years

BBC, COSTING THE EARTH, GLOBAL WARMING, APRIL 2009

"Reading a newspaper can consume 20% less carbon than viewing the news online"

SWEDISH INSTITUTE FOR TECHNOLOGY

Mythbusting

Myth 5: Harvesting new trees to make paper is bad for the environment

Fact: No it isn't

"Forests are part of the cycle that helps remove CO₂ from the atmosphere. This extends from trees to wood and paper products, which continue to store carbon through their lifetime and help to reduce climate change.

Keeping waste paper in the loop, ensuring fibres remain available for manufacture, is key to sustainability."

TWO SIDES 2010

Mythbusting

Myth 6: Print and paper are wasteful products

Fact: No it isn't

"From April to June 2012, Bristol's recycling rate was around 50%, compared to 39% for April-June 2011 and 12% in 2004. The landfill rate for this period was 27%, compared to 60.5% for the same period last year and 88% in 2004".

BRISTOL CITY COUNCIL, SEPTEMBER 2012

"The amount of electronic products discarded globally has sky rocketed recently with 20-50 million tonnes generated annually."

"In Europe, e-waste is increasing by 3-5% a year almost three times faster than the total waste stream."

GREEN PEACE, *THE E-WASTE PROBLEM*, 2009

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Ten easy tips to reduce your impact

1. Which paper to choose
2. Which printer to use
3. The importance of standardisation
4. Double checking the job
5. Don't get date tied
6. Should you use lamination
7. Know the difference between weight and bulk
8. Reducing your print miles
9. Understanding ink
10. Future proofing



Paper trails

Make sure the paper you use is either recycled or FSC certified.

- * The Forest Stewardship Council (FSC) is an audit trail from forest to press
- * Recycled paper does not mean poor quality
- * Carbon balancing measures the carbon produced during the paper making process

Printer perfect

Talk to your printer about their credentials

- * Ask your printer about their environmental credentials
- * Ideally they should have an EMAS or at least ISO14001
- * EMAS reports on their environmental performance
- * ISO14001 is an international environmental management standard
- * find out what type of energy your printers are using
- * Print specialists Lovely as a Tree have created a fantastic "print finder" on their website, which can help you find the greenest printers in your area

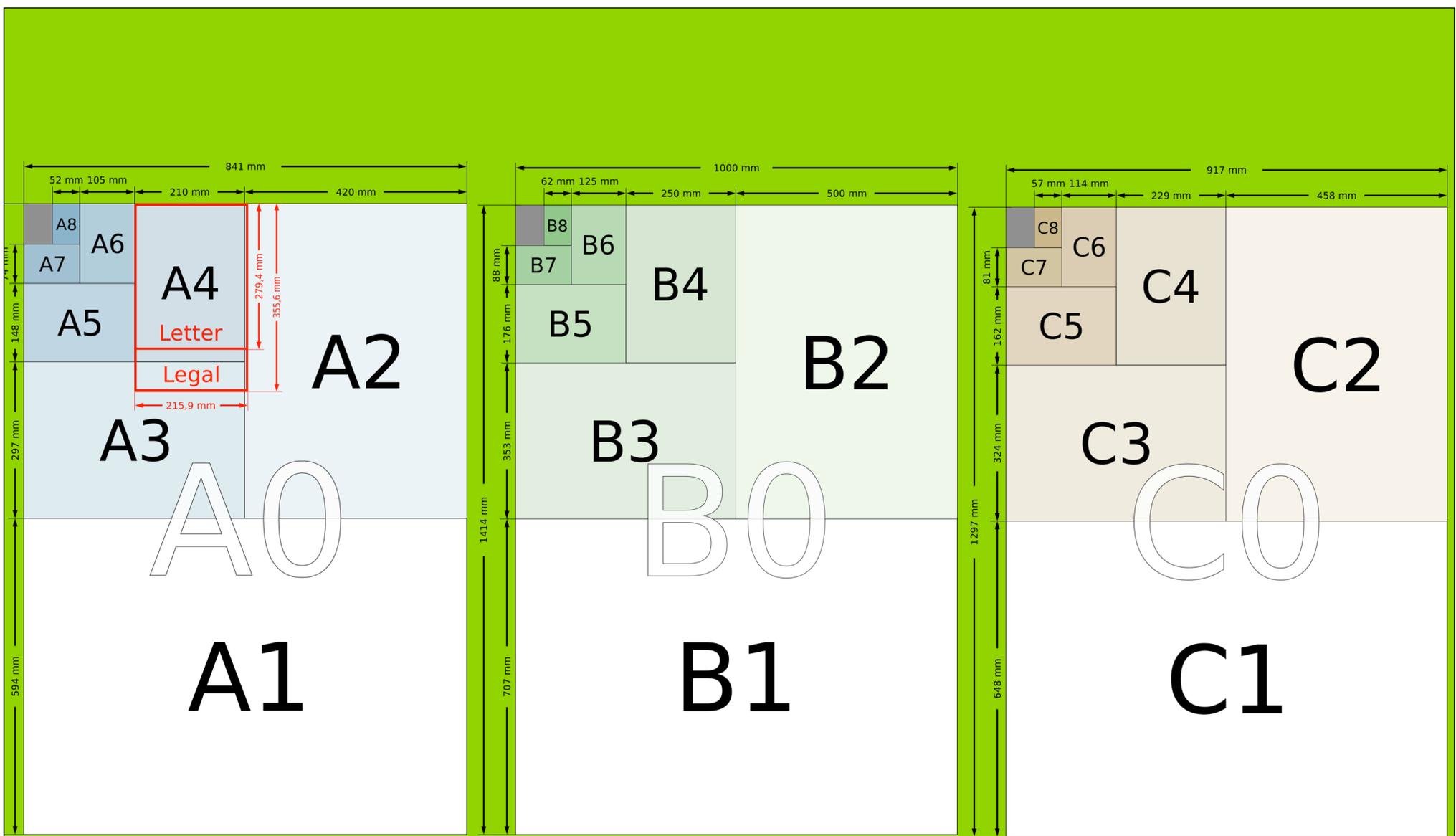




Size matters

Be efficient with your use of paper

- * Talk to your printer and check they are the right size for your job: B2, B1 or digital
- * Try and be efficient by using standard sizes like A5 or A4
- * You're not necessarily saving money with a smaller print item
- * If you do decide to go with bespoke sizes think of using the leftover paper for something else, like business cards
- * You could even combine print jobs to reduce waste!
- * Mysize is a bespoke service offered to reduce wastage



Time for cuppa?

Proofreading thoroughly means less chance of a reprint and waste

- * Sit down and read through your marketing materials over a cup of coffee, otherwise you could end up binning all your hard work
- * Apostrophes in the wrong place, repeat sentences, and use of capitals are just some of the common mistakes to look out for
- * Don't put all your trust in spell-check
- * Also make sure you're using the right spell-check setting on your computer as this can often be set to American English
- * Get someone else to read it and check it because...





Count how many Fs are in the
following paragraph

FINISHED FILES ARE THE
RESULT OF YEARS OF SCIENTIFIC
STUDY COMBINED WITH THE
EXPERIENCE OF YEARS

The answer is...

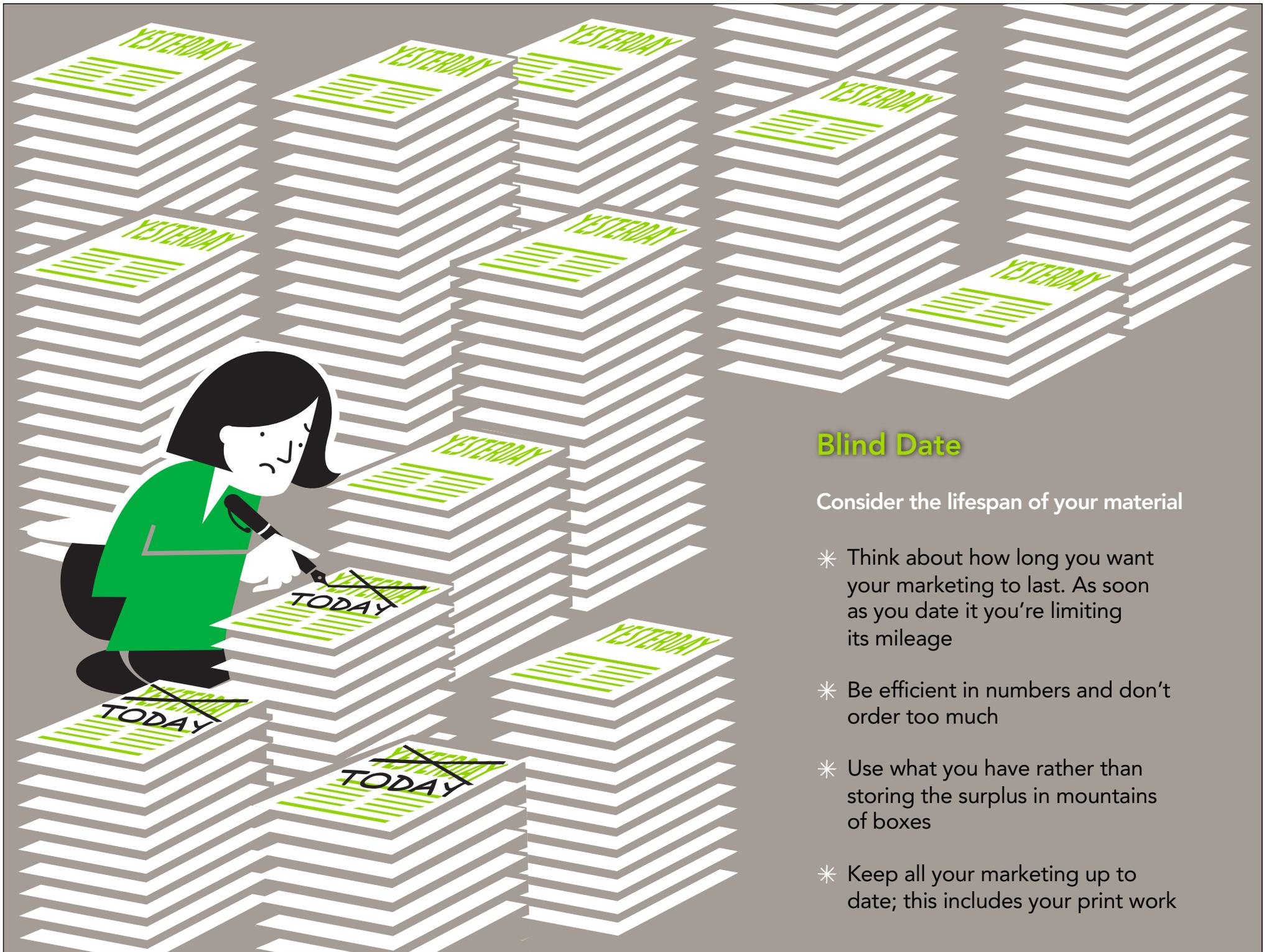
Six

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- * Get someone else to read it and check it because sometimes you can miss what's in front of you





Blind Date

Consider the lifespan of your material

- * Think about how long you want your marketing to last. As soon as you date it you're limiting its mileage
- * Be efficient in numbers and don't order too much
- * Use what you have rather than storing the surplus in mountains of boxes
- * Keep all your marketing up to date; this includes your print work



Lamination!

Make sure you don't condemn your job to landfill

- * Traditional laminated paper cannot be recycled
- * If you are going to use lamination make sure you don't use it for something destined for the recycling bin
- * Use lamination sparingly and think about re-use before discarding
- * Look for alternatives like 'Cellogreen'



WeightWatchers

Let the paper take the strain

- * Use the appropriate weight for the job. 200gsm of paper uses twice as much wood fibre as 100gsm
- * There's a difference between weight and thickness. If paper is thicker it doesn't necessarily mean it's heavier
- * Changing the paper to a bulkier lighter stock will help you save on postage costs

Logical logistics

Think about the journey at each stage

- * Choose a print company near the job's final destination
- * Group the deliveries or combine print runs
- * Alternatively, you could use your printer to mail print materials directly out to clients
- * Use Lovely as a Tree's printfinder to locate the closest printer to you and your client





Think before you ink

Make it easy for your print work to be recycled after use

- * Reduce your use of metallic inks
- * Check with your printer that they use vegetable based inks
- * Try waterless printing



Futureproof

Keep your eyes peeled for
new solutions

- * Every 2 or 3 years evaluate
your processes
- * Start a green group at work
- * Call green^{HAT} on 0117 942 8506

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