Case study
Sector: Paper & Print
Country: UK

Pureprint Group is a printing company serving the creative, marketing, corporate, and financial and fine art markets. It incorporates the Beacon Press brand which was the first printer in the world to achieve CarbonNeutral® certification in 2002. The high environmental standards developed over the last 15 years by Beacon have been embraced and extended to a larger operation by Pureprint Group.

Objectives

- To be regarded as the industry leader in developing best practice for tackling CO_2 emissions and sustainable printing solutions
- Engage with peers, customers, suppliers and staff to change attitudes to climate change and sustainable manufacturing

Programme developed

- Measure the carbon footprint of operations including all corporate travel, office and manufacturing operations
- Switched to a 'green' renewable energy provider
- Invested in technology to reduce emissions: PowerPerfector and Power Factoring
- Ongoing energy saving programmes on site
- Offset the remaining emissions through a portfolio of offset projects supplied by The CarbonNeutral Company
- Offer a CarbonNeutral® publication service to clients through The CarbonNeutral Company

Communication

- Invited to speak at key industry events on carbon footprint issues
- Frequently asked to present to customers and the media on carbon emissions and other environmental practices in the printing sector
- Internal campaigning is ongoing, offering tips and facts for home, leisure and work environments

Results

- First printer in the world to become CarbonNeutral® and recognised as a industry leader
- 2007 customer survey gave an average score of 6.8 out of 10 for the amount their attitude towards sustainable printing had been affected by working with Pureprint Group
- 68% of employees changed their approach to the environment by working at Pureprint Group
- Emissions are at an all time low of 1.33 tonnes per million impressions

"Maintaining our CarbonNeutral® status and working to further reduce our carbon emissions is key in our strategy of building a sustainable and profitable business. Carbon footprinting is now a significant issue within our market and we must be in a position to offer reliable and accurate advice to our customers."

Mark Handford, CEO, Pureprint Group

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