



What is it and why is it important?

The print industry is prone to many negative preconceptions with regards to its environmental impact*. Companies that use direct mail as a way of promoting their business and communicating essential information with their customers must ensure that they apply **best practice** to engage customers from an environmental perspective.

GI Direct are pioneers in environmental awareness and lead the way in demonstrating how to operate an environmentally-friendly direct communication business. Our dedication to environmental concerns can be traced back to 1998 when we first collaborated with Future Forests, which later became The CarbonNeutral Company®.

Our focus on such practices has evolved throughout the years to encompass new legislations and standards, enabling us to offer our clients, suppliers and employees the security of a company whose values are rooted in protecting our environment.

Ultimately, the promotion of green direct mail will help us improve the industry's environmental record, and benefit the industry's overall reputation.

Benefits

- Engage with your customers by demonstrating dedication to concerns that matter to them
- Improve your supply chain by using an ISO 14001 accredited supplier
- Reduce your costs through better use of innovative formats
- Improve your response rates by sending pertinent messages using full colour variable digital print
- Add logos that encourage your customers to get engaged (e.g. Recycle Now) or show your personal commitment (FSC, PEFC, CarbonNeutral®) *(subject to compliance)*
- Make your publications CarbonNeutral® for a small extra cost and enhance the environmental value of your mailings
- Take advantage of our green credentials to comply with PAS 20/20 from the Direct Marketing Association and Sustainable Mail™ from the Royal Mail





“We began our environmental journey in 1998, when we looked at sustainable ways to improve our business. We have embedded a strong ethos of environmental awareness and continual improvement ever since, strongly supported by processes and standards that are embedded within the Group. This dedication has become the heart of our business and is still the main focus of all our improvement methods today”

Robin Welch
Managing Director
GI Solutions Group

Features

- We have been accredited to ISO 14001 since 2001. We have an environmental management system in place which helps us maintain high environmental standards and continued improvements by persistently assessing, monitoring and reducing our environmental performance. This has helped us maximise our energy efficiency, reduce our landfill waste (from 26,000 kg in 2007 to 15,600 in 2008), increase recycling (we currently recycle over 90% of our waste) and maintain systematic, ongoing training for our staff.
- We are accredited by the Forest Stewardship Council (FSC) and Programme for Endorsement of Forest Certification Scheme (PEFC) chains of custody. These guarantee a fully audited and verifiable, sustainable supply chain from forest to end user, giving you the assurance of using ethical raw materials.
- We have been CarbonNeutral® - one of only 5% of all printers in the UK to be accredited - since 2002. We purchase carbon offsetting credit in sustainable projects to balance out any emissions that we can not reduce (projects we have invested in include Sichuan Province Hydro-Power project in China; a Forestry project in Wales and a Waste Gas Power project in Germany).
- Environmental assessments are completed when deciding on technological investments and how we expand our services. We aim to take sustainable decisions with regards to the environmental impact of industry-specific kit. Recent investments have included water-based digital presses, which do not operate with artificial solvents, as well as Read and Print technology, which eliminates the need for glassine envelopes in mail packs.

*Research led by Pitney Bowes in 2007 highlighted the fact that 48% of consumers believed that advertising mail accounted for a half of all household waste and an additional 36% believed that it accounted for a third of it. In reality, it only accounts for 2%. In 2007, the print industry contributed a mere 1.16% (or 2.05 megatonnes) to the overall carbon production of all UK businesses.

