



GI Solutions Group cements environmental stance with renewed CarbonNeutral® certification

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GI Solutions Group, the integrated direct marketing and multi-channel customer communications specialist, has renewed its CarbonNeutral® certification for three years, further cementing its commitment to environmental improvements and demonstrating industry best practice.

The Group has a seven-year history of working with The CarbonNeutral Company to reduce emissions through internal reduction programmes and external offsetting projects. The CarbonNeutral Company works with companies of all sizes and within all sectors to reduce their environmental impact and help tackle climate change.

With help from The CarbonNeutral Company, and the embedding of ISO14001 accreditation for environmental management, GI Solutions Group has successfully reduced its carbon emissions by 858 tonnes between 2006/7 and 2008. Measures undertaken have included: installing efficient lighting in areas such as kitchens and toilets; waste management and reduction initiatives such as diverting waste from landfill for recycling; machinery maintenance and upgrades to improve efficiency; staff awareness campaigns and behavioural changes.

The remainder of the emissions were reduced to net zero through carbon offsetting with The CarbonNeutral Company. For every one tonne of CO2 GI Solutions Group cannot reduce, it pays for an equivalent amount of CO2 to be saved by a project somewhere else in the world. For example, the Fujian Project that GI Solutions Group supports captures methane, which is 21 times more potent than CO2 as a global warming gas, from a landfill and uses it to generate clean electricity in China. The total reductions achieved from this project between 2007 and 2008 are 60,000 tonnes of CO2 equivalent, which are verified and certified to the Voluntary Carbon Standard. Projects which save CO2 include renewable energy, resource conservation, waste reduction and forestry.

Robin Welch, Group Managing Director, GI Solutions Group, comments: "We are committed to action on climate change and we are delighted to be maintaining our position as an industry leader when it comes to environmental accreditations. The print industry is prone to negative preconceptions with regards to its environmental impact, and consumers and the Government alike are continuously putting pressure on the industry to improve its environmental record."

"In actual fact, many direct mail printers have a very good record on environmental matters, with leading players, such as GI Solutions Group, accredited to ISO 14001 and Forest Stewardship Council standards. It is now up to leading companies, like us, to work alongside committed professionals such as The CarbonNeutral Company to embed environmental standards and share our experience and expertise with the industry in order to help them to do so successfully and efficiently. More consistent achievement of environmental accreditation across the industry is imperative in securing the future of the sector."

Rebecca Fay, Marketing Director, The CarbonNeutral Company said, "We would like to congratulate GI Solutions Group in maintaining its leadership position on sustainability within the direct mail industry. GI Solutions Group is demonstrating a true commitment to tackle climate change to its customers, its suppliers and the industry – hopefully this will encourage others to also reduce their environmental impact."

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About GI Solutions Group

At GI Solutions Group, we help you talk, interact and communicate with your customers through whichever channel – or combination of channels - is most effective.

In a nutshell, we are a complete direct marketing production house and database marketing services provider. We have the expertise and capability, under a single roof, to help you:

- Understand your customers and their behaviour better
- Pinpoint their value and their future importance for you
- Focus marketing effort where it will keep and grow the customers you want
- Produce strategies to measurably improve revenue and profitability
- Create, produce and distribute single or multi-channel campaigns based on these strategies
- Capture people's responses and use them to refine campaign productivity

For more information, please visit www.gi-solutionsgroup.com and www.creativeformats.com

About The CarbonNeutral Company

The CarbonNeutral Company is a world leading carbon offset and carbon management business, working with over 300 major businesses and thousands of small and medium sized companies. Over the last ten years, it has purchased carbon credits from over 200 projects across six continents.

CarbonNeutral® is the registered trademark of The CarbonNeutral Company and is the leading brand mark and quality standard for action on climate change. Permission to display the CarbonNeutral mark is only given to clients when CO2 emissions have been measured and reduced to net zero through a programme implemented in accordance with The CarbonNeutral Protocol. This Protocol assures quality of offset projects, carbon footprint assessments and communication and is regularly reviewed by an Independent Advisory Group. The 'audit trail' includes an annual independent verification of CarbonNeutral programs – from contracts with carbon offset partners through to contracts with clients and everything in between.

The CarbonNeutral Company has two regional operating headquarters in New York and London, as well as an office in Singapore, and a network of affiliates in Japan, Canada, France and UAE.

The CarbonNeutral Company is a founding member of The International Carbon Reduction and Offset Alliance (ICROA), which provides leadership and a unified voice advocating for rigorous industry standards www.icroa.org.

For more information, please [visit www.carbonneutral.com](http://www.carbonneutral.com)