



HIGHLY  
COMMENDED



## GI Solutions Group recognised for environmental management

November 2009

GI Solutions Group has come top of its category at the Green Business Awards, held at Grosvenor House, Park Lane on 3 November 2009. The integrated direct marketing and multi-channel customer communications provider was highly commended in the 'Overall Environmental Management – SMEs' category, taking the lead amongst five finalists.

The Green Business Awards, also known as Green Globes, recognise the commitment businesses make to issues related to the environment, climate change and sustainability. They are the only real benchmark of excellence on these topics in the UK and provide the opportunity for large corporations, SMEs and smaller companies alike to demonstrate the success of their environmental initiatives.

GI Solutions Group's dedication to environmental concerns and improvements started in 1998 when it first collaborated with Future Forests (now The CarbonNeutral Company) as a way of reducing and, if necessary, balancing, its emissions through an offsetting scheme. The company has maintained its CarbonNeutral® status ever since; it is now also accredited to ISO 14001 and FSC and PEFC certified.

Amongst its environmental objectives and targets, GI Solutions Group has committed to reduce the volume of waste it sends to landfill and its energy consumption. To this end, the company has set up energy saving projects, and actively measures and monitors the energy used in order to identify potential improvements and savings. The company also promotes green purchasing and actively works with its suppliers to minimise the use of unrecyclable products.

Robin Welch, Managing Director, GI Solutions Group, comments: "We are delighted to have received this accolade, which bears testament to our ongoing dedication to act on climate change and sustainability, and our long-term commitment to reduce the environmental impact of our business, but also that of the industry we work in."

"The print industry is prone to negative preconceptions with regards to its environmental impact but we have shown that it is possible to be fully committed to environmental best practice. As pioneers in environmental awareness, we are leading the way in demonstrating how to operate an environmentally-friendly direct communication business."

- ENDS -

### 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](http://www.gi-solutionsgroup.com) or [www.creativeformats.com](http://www.creativeformats.com)

