



## ECOLOGICAL ISSUES

### Journeys ecological and recycling information

#### The situation today

The EU is the 2<sup>nd</sup> biggest user of quality printing papers (that is non-newsprint and part-mechanical paper), in the world. This indirectly also means that we are the 2<sup>nd</sup> biggest global creator of waste paper as well.

As Journeys hold a small but vital position in the market due to the control we can leverage on material selection with clients. We can help. We operate as small company in one EU local market that can easily influence all the other EU markets; Journeys have decided to be pro-active and responsible when it comes to recycling this discarded paper and card.

#### Environmentally responsible production

In the last year, preserving the environment has become an even greater priority that is being felt up and down supply chains. Our most important clients are insisting that we play our vital role. Our activity generates pollution from paper manufacturing, inks and varnishes used in printing jobs etc. Journeys are involved in an active participation to reduce the risks of pollution:

- Journeys was committed to sustainable development from inception due to the CEO Laurence Dunn's handling of £40,000,000 worth of printed matter in his previous positions with various global agencies, printers and print management businesses.
- Journeys actively provides to its clients suggestions and solutions to reduce risks of pollution based upon the 3 main areas:
  - o Paper: recycled paper, certified paper (Iso 14001 for protected forests, FSC certification and "ecological manufacturing", etc.)
  - o Printing: special inks, low polymer varnishes, reduction of waste of paper used.
  - o Transport: optimised solutions of delivery; ensuring that our suppliers take care of pollutant particles and emissions from their vehicles.

We can offer our knowledge and our experience to continue the efforts developed to preserve nature.

#### The Benefits for Clients

- This is really very positive PR for Journeys in a global sense. The entire world is very much aware of the Kyoto Agreement. Re-cycling is good for this.
- By reflecting political initiatives like Kyoto we will automatically enable further ecological innovation in our sector on a much larger scale and Journeys will be able to readily talk about these re-cycling initiatives in public.

## ECOLOGICAL ISSUES

### How you can help further these efforts day to day

Simply by passing information around is the best way. If you have specified a paper or card on a job, then make sure you get this following information from the supplier via Journeys as we ask the right questions that have relevance.

1. What percentage of the material is from re-cycled paper or cardboard?
2. Are the materials from an easily sustainable source (not tropical hardwood)?
3. Will the materials contain any non-cyclable ingredients (such as a special coating or a metalised insert or hidden security device)?
4. What accreditations, symbols or logos would Journeys be able to use if the material is to be printed on for a commercial usage?

### Typical symbols that can be used

#### 1. The Green Dot and R logo



This Green Dot symbol is for most recyclable packing card. It is used in Germany to show that the manufacturer of the material has paid a fee towards paper recovery in Germany. You will however see it throughout Europe. Printed packing material used in several markets will not have the special logos for each market; the situation will be covered by including all of the relevant markets different recycling logos.

## ECOLOGICAL ISSUES

### 2. The Mobius Loop and NAPM logo



This is a standard symbol to indicate that paper or cardboard is re-cyclable. If there is 50% figure in the middle, that mean the product is manufactured from 50% of recycled fibres.

### Typical symbols that can also be used but only if you are audited

### 3. FSC logos



**Cert no. TT-COC-2176**  
**www.fsc.org**  
**© 1996 Forest Stewardship Council**

This symbol is for Forest Sources Controlled wood fibres, which is here to prevent places like the Amazon Rainforest from becoming a pile of newspapers.

Journeys are able to give you the right advice to ensure that you are sending out the right signals when you run a print based campaign. The audit trail is quiet complex, so don't leave it until the last minute before you decide to go ahead and be part of the movement.