

Sixes and Severns



Written by Adam Edwards, journalist for the Daily Express & Daily Telegraph.

Six is the number of times one can recycle a sheet of paper. It is the same number as there are sides of a dice, feet one is buried under and runs that can be hit with a single shot by the Australians. It was the number worn by Arsenal's legendary defender Tony Adams (known as 'the donkey') and the name of the main character in the TV series 'The Prisoner'.

We, on the other hand, are seven, as in Severnprint (the 'r', for recycling, is silent). Seven is the number of cards in a game of seven card stud, colours in the rainbow (and in colour process printing) and wins for Ruby Walsh at the 2009 Cheltenham National Hunt Festival. It is the figure on the jersey worn by Manchester United's greatest players and James Bond's double '0' number.

Severnprint is 'one more' too. We have been using recycling papers since they were first introduced in the 1980s (65% of all paper bought by us is recycled). We were one of the first five print companies

in the UK to achieve ISO14001 and one of the first six to become FSC Chain of Custody certified. Our inks are vegetable oil based and our vans are fuelled by LPG. We do not use alcohol on our presses and last year, after eliminating a whole process, we saved 400,000 litres of water. Furthermore we were the first commercial customer of Ecotricity (buying electricity generated from gas from the nearby landfill site) and we have raised over £20,000 for Tree Aid to support tree planting operations in Ghana and Mali.

We are proud to be in the Sunday Times 2008 50 Top Green Companies List (14th - we hope to be seventh next

time) and first in the South West (we have no wish to drop to seventh).

Severnprint takes its name from the mighty River Severn, which flows through the counties of Powys, Shropshire, Worcestershire and Gloucestershire before finally running out into the Severn Estuary that is bordered by Monmouthshire to the north and Somerset to its south - six counties that have evolved because of the Severn, a word derived from the Latin meaning boundary.

We like to think that we are still evolving and pushing ecological boundaries at Severnprint, which is just one reason we are not called 'sixprint'.

"As Spinal Tap's lead guitarist Nigel Tufnell, who famously increased his amplifier dial 'one louder' from 10 to 11, would confirm - seven is 'one more' than six."

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