

**Ask for credible evidence for green claims.  
What are considered their environmental measures?**

At Severnprint we measure raft of environmental indicators such as; the percentage of recycled paper we print, our CO2 emissions, alcohol consumption, rework on plates etc.

**What definitive environmental improvements have been introduced?**

For example one of our proudest and most recent environmental improvements has been our alcohol reduction and ultimately elimination, from the production process achieved this year.

**Can the printer show a track record of environmental improvements?**

Severnprint record, document and publish a range of key environmental indicators, such as CO2 emissions across the company.

**Does your printer actively encourage the use of recycled papers?**

We produce a swatch book of our recommended recycled papers to show the results that can be achieved across different stocks.

**Ask if they have a recycling policy?**

Our total waste stream is reviewed and reduced where possible and recycled where not, everything for the obvious like aluminium plates and paper, to the less obvious like polythene, drink cups, batteries and light bulbs.

**Do they have a transport policy?**

Our fleet include; LPG, hybrid and electric vehicles and each replacement vehicle has to be more efficient than the previous. Car sharing is encouraged, with shift and home addresses displayed to help staff co-ordinate journeys. Cycling to work is encouraged through the 'cycle to work' scheme.

**Are their staffs involved and committed to the environmental system and feel empowered to improve?**

We won the South West Region, prestigious Environmental Sunday Times award that judged all aspects of environmental improvement but especially staff commitment to environmental issues.

**Are there dedicated resources in place to ensure the environmental issues receive sufficient management time?**

We employ a full time Environmental Systems Manager to ensure that systems are adhered to, reviewed and acted upon.

**Does your printer offer practical advice and information to help reduce the environmental impact of your print requirements?**

We publish a guide on how to produce your print in the most environmentally sensitive way; our team of Customer Services Advisors will help on practical issues such as economic sizes, choices of papers and finishing.

**Does you printer offer a complete range of production capabilities to ensure that jobs are produced as efficiently as possible?**

Our production capacity ranges from mono and colour digital presses, single to six colour litho presses in B3 to B2, a full in-house finishing and mailing facility to ensure jobs are produced in the most efficient method available, to help reduce the print miles.

**This list could go on, but we strongly believe we are leaders in environmental printing. So contact us, either by e-mail, phone or in person and ask how we can help reduce your environmental impact.**

**Conversely if we are not doing something that you feel we ought to be, please let us know - we want to keep improving.**