



CARBON BALANCED PAPER

A simple way to balance the carbon emissions of your office paper and printed marketing communications

PureprintGroup



What is Carbon Balanced Paper?

Carbon Balanced Paper enables you to offset the unavoidable carbon emissions of your office paper and printed marketing communications.

Already one of the world's truly responsible, sustainable, low carbon products, the average carbon impact of your paper can now be measured and offset through the work of World Land Trust.

Carbon Balanced Paper is achieved through the preservation of ecologically important standing forests, under real and imminent threat of clearance, locking in carbon that would otherwise be released and securing continued absorption of carbon dioxide from the atmosphere. Following the principles of REDD+, this is recognised as one of the most cost effective and fastest ways to arrest the rise of atmospheric CO₂ and global warming effects.

(REDD+) Reducing emissions from deforestation and forest degradation in developing countries





Why is this important?

Taking positive action with Carbon Balanced Paper helps combat global warming and deliver against your corporate social responsibility.

Businesses, government and the public sector, along with your customers, employees and other stakeholders are increasingly focused on reducing their environmental impacts.

Carbon Balanced Paper is a simple choice that will reduce the carbon impact of your office paper and printed marketing communications, quantifying the amount of CO₂ balanced and the area of high value conservation land preserved.

66% of global consumers say they're willing to pay more for sustainable brands

Source: Nielsen



55% of young people in the UK say they would be more loyal to a brand that was reducing its carbon footprint

Source: Carbon Trust



Who is World Land Trust?

World Land Trust is an international conservation charity that protects the world's most biologically significant and threatened habitats acre by acre.

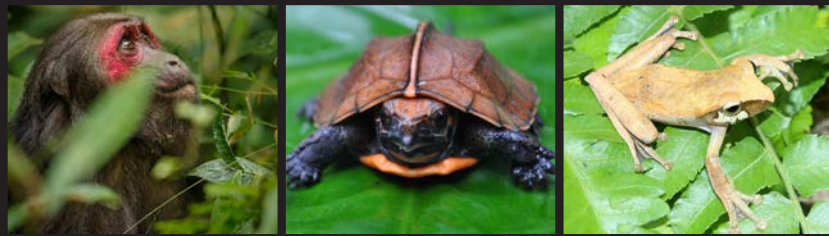
Instrumental in the purchase and protection of more than 700,000 acres of habitat in Africa, Asia, Central and South America and the UK to create reserves and give permanent protection to habitats and wildlife. The work of World Land Trust is actively supported by their passionate and dedicated patrons.

"The money that is given to the World Land Trust, in my estimation, has more effect on the wild world than almost anything I can think of."

Sir David Attenborough



World Land Trust Patrons: Sir David Attenborough, Steve Backshall, David Gower, Chris Packham



Stump-tailed Macaque, Kelleys Box Turtle, Orlov's Treefrog, just some of the endangered and critically endangered species



Map showing Khe Nuoc Trong

Making a real difference

Carbon Balanced Paper supports World Land Trust projects in Vietnam, one of the most biologically diverse countries on Earth and an area of international conservation importance.

Vietnam is one of the fastest growing economies in the world and this is putting immense pressure on its exceptional biodiversity.

World Land Trust is working with Viet Nature Conservation Centre to protect the entire forest of the Khe Nuoc Trong, an area covering nearly 50,000 acres.

By protecting and aiding the recovery of the forest approximately 50,000 tonnes of carbon dioxide emissions will be absorbed each year.

Khe Nuoc Trong is home to 41 threatened species listed on the IUCN Red List, 8 of which are endangered and 6 of which are critically endangered.

Benefits for your organisation

Carbon balancing your paper will reduce your carbon impact and enhance your brand.

You will be issued with a unique World Land Trust Carbon Balanced Paper logo that you can include on your printed material to demonstrate and communicate your commitment to reduce your carbon impact.

You will also receive a certificate to advise the amount of CO₂ balanced and the area of land protected as a result of your positive action.



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www.carbonbalancedpaper.com

CERTIFICATE
THIS IS TO CERTIFY THAT

By using Carbon Balanced Paper for "Company Report"
Brand XYZ Ltd
Has balanced through World Land Trust the equivalent of
3,350kg of carbon dioxide
This support will enable World Land Trust to protect
2,345m² of critically threatened tropical forest
Issued on 01/05/2019 — Certificate number CBP12345678
Presented by Pureprint Group

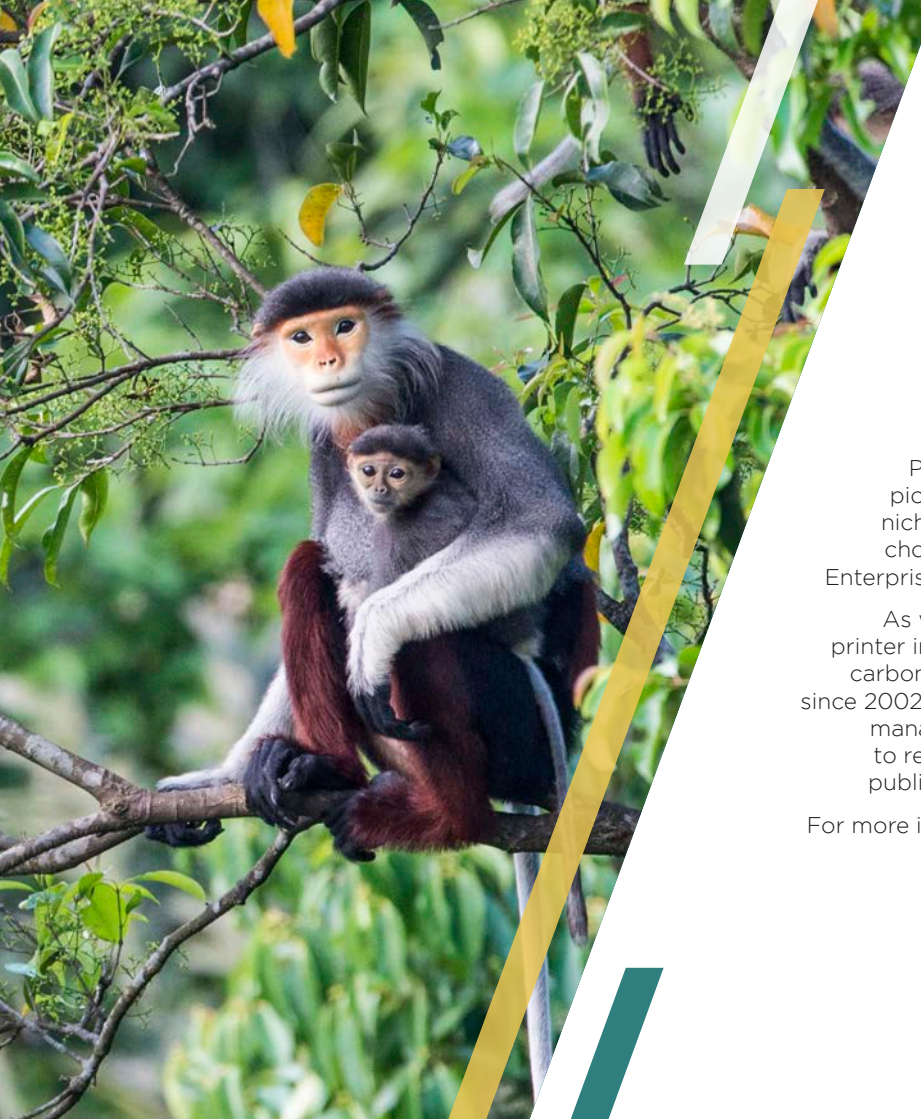
World Land Trust's Carbon Balanced project sites offset emissions through the protection of tropical forest under imminent threat of deforestation and degradation.
For further information on the land area preserved through your use of Carbon Balanced Paper please visit:
www.carbonbalancedpaper.com and www.worldlandtrust.org/eco-services/carbon-balanced

Thank you for taking Positive Action

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How do I get involved?

PureprintGroup

Pureprint is a leading UK environmental printer whose pioneering work developing sustainable printing, from a niche environmental product into a mainstream business choice, has been recognised with the Queen's Award for Enterprise: Sustainable Development in 2003, 2008 and 2013.

As well as being the first ISO 14001 and FSC® registered printer in the UK, Pureprint has taken responsibility for all the carbon emissions generated by its manufacturing activities since 2002 and has developed an award-winning environmental management system. Today we advise our clients on how to reduce the carbon impact of the paper used in printed publications through the Carbon Balanced Paper scheme.

For more information speak to your Pureprint representative or contact us on;

Email: carbonbalanced@pureprint.com

Tel: 01825 768 811 and ask for Richard Owers

Web: www.pureprint.com

169,500 TONNES

of CO₂ has
been Carbon
Balanced, which
is the equivalent
of taking 41,600
cars off the road
for a year

2,000 BRANDS

have taken
positive action
by using Carbon
Balanced Paper

16,000 ACRES

of threatened
forest has been
protected, which
is equivalent to
9,080 football
pitches

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Printed on Revive Offset, a Carbon Balanced Paper from Denmaur on our HP Indigo digital presses.



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