

GREENER COLOUR PRINTING

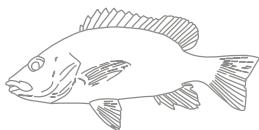
This brochure was printed on a solvent free printing press, using vegetable oil based inks and a water based sealer varnish.
The paper used is from an accredited environmentally friendly, renewable source and is 100% recyclable.

THE PRINTROOM UK



www.theprintroomuk.com
+44 (0) 151 922 8516





WHAT OUR CLIENTS SAY ABOUT US

“The team delivers a cost competitive, quality service... We have gained some fantastic clients through working with an organisation that invested in sustainable technologies ahead of the competition. The team work really hard and you can rely on them to pull out all the stops...”

RACHAEL BODEN ACCOUNT MANAGER,
SPLINTER DESIGN COMMUNICATIONS

“Their environmental considerations are in harmony with our corporate standards and they are prompt to respond. Honest and reliable, their attention to detail has proven to be a useful asset. Overall it is that added value that makes The Printroom stand out from their competitors.”

PAUL CHEDOTAL HEAD OF PUBLICITY,
MERSEYTRAVEL

“A high quality print service and excellent knowledge of all print processes. Value for money and speed of delivery always puts them ahead of their competitors. Their valued advice and guidance, particularly concerning environmental printing, has always proved to be a big success...”

CRAIG BASCOMBE SENIOR CREATIVE DESIGNER,
PLUS DANE HOUSING GROUP LTD

“We were impressed with their forward-looking sustainability strategy, their approach to the challenges and the steps they had already taken to limit the impact of the business... We continue to be impressed with the superior quality of print, customer service and support... their continued high standards and their dedication to environmentally- friendly production...”

ANDY BUTLER CREATIVE MANAGER,
EDGE HILL UNIVERSITY

WHO WE ARE

We are a high-quality, environmentally aware printing company based in Bootle, Liverpool.

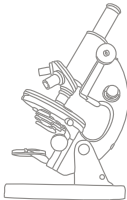
We run an alcohol-free printing press. Together with our finishing, storage and distribution facilities, and our in-depth knowledge of the design and printing process, it allows us to offer a complete service to our clients. We also have close working relationships with several local suppliers so can offer more specialist processes.

We have ISO 14001 accreditation (environmental management) and are holders of Forestry Stewardship Council (FSC) accreditation. We are also one of the few companies in the north of England to hold ISO 12647, the international colour standard.

Incorporated December 2003

Registered in the UK no. 4952456

VAT registration no. 831 8000 63



THE PRINTROOM UK

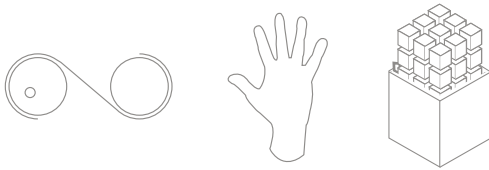


THE PRINTROOM UK
Unit C2, Kingfisher Business Park
Hawthorne Road, Bootle
Liverpool L20 6PF

info@theprintroomuk.com
+44 (0)151 922 8516

WHAT WE DO

Basically, we can handle pretty much any job you could bring to us.



PRINTING

Up to B2 size using vegetable-based inks. We can source almost any paper, much of which made from recycled pulp. All of our print (unless requested) will be coated with a water-based sealer for rapid drying and a smudge-free finish. We also have a state-of-the-art digital Canon Image Press for shorter print runs.

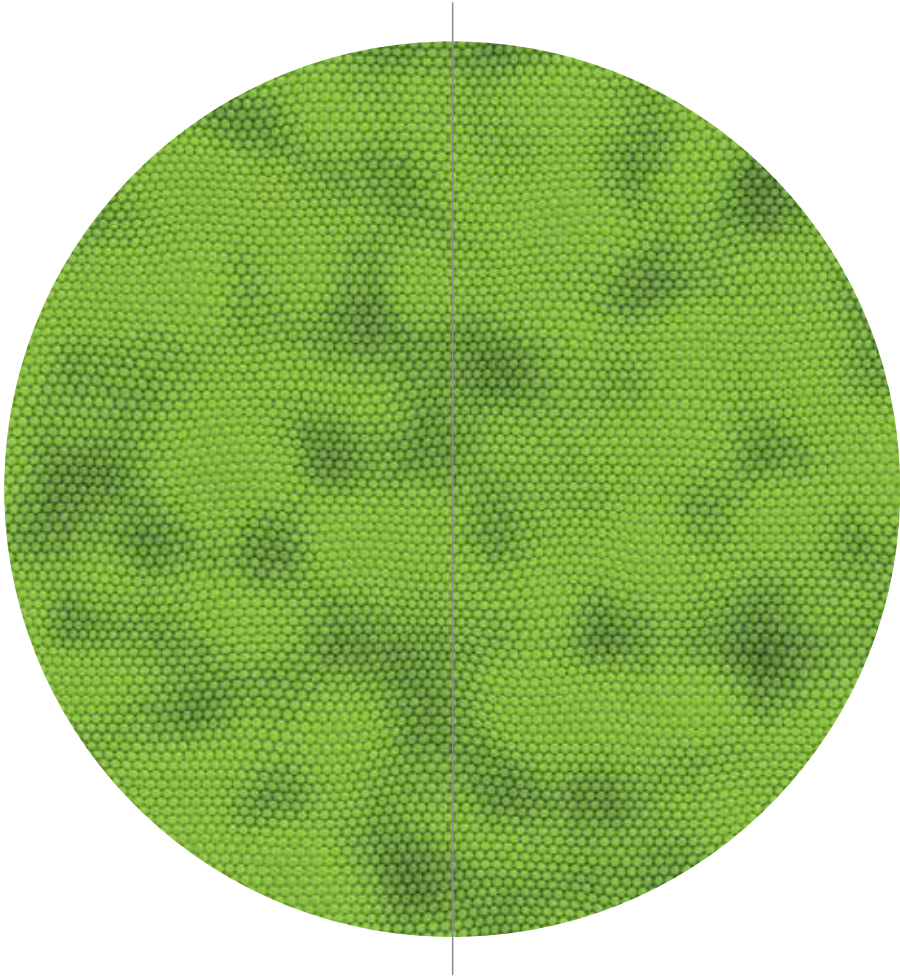
FINISHING

That includes stitching, creasing, numbering, perforating, folding, die cutting, binding, gluing, shrink-wrapping, envelope stuffing and mailing at any quantity.

STORAGE AND DISTRIBUTION

We can store your print then deliver it where and when it's needed.

This is all complemented by an in-depth knowledge of the design and printing process and the software and techniques used. So whether you are a seasoned designer or just starting out we have the support and services you need.



Print Process:

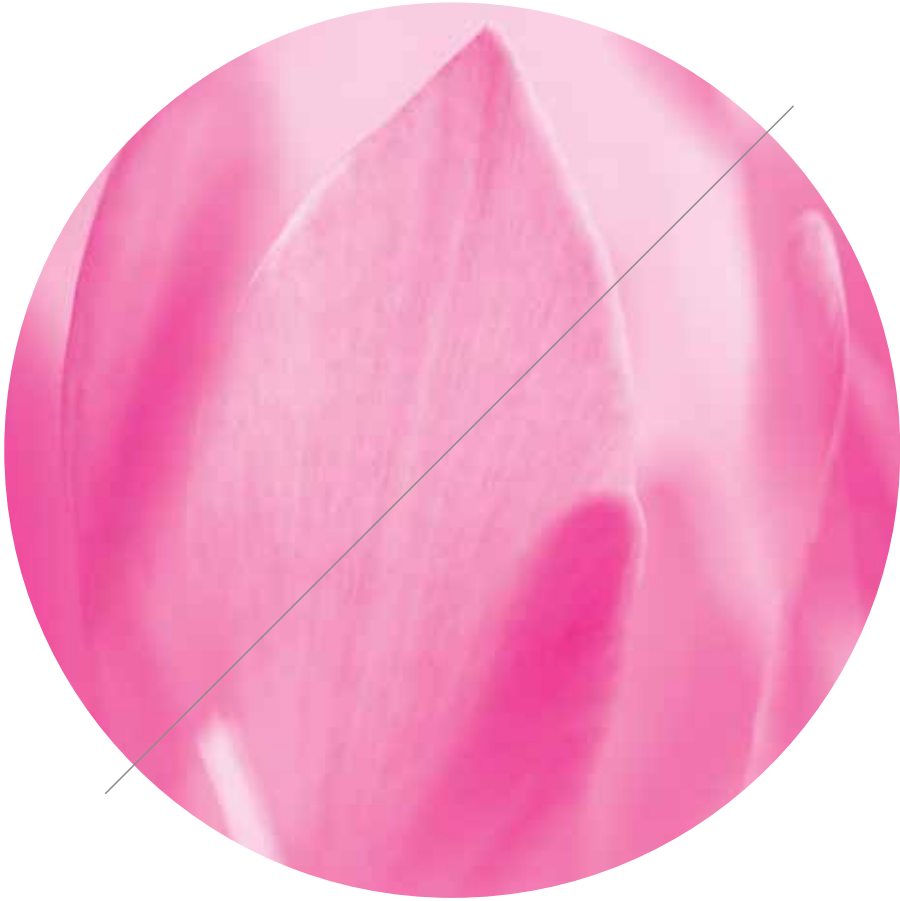
Plate One

CMYK / DRIP VARNISH GLOSS 150_{GM}

This brochure was printed on a solvent free printing press, using vegetable oil based inks and a water based sealer varnish. The paper used is from an accredited environmentally friendly, renewable source and is 100% recyclable.

Specimen:: **GREEN IGUANA**

Iguana is a herbivorous genus of lizard native to tropical areas of Central America and the Caribbean. Iguanas have excellent vision and can see movement at long distances. They use visual signals to communicate with other members of the same species.



Print Process:

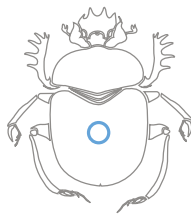
Plate Two

FLOURESECENT PANTONE GLOSS 150_{GM}

This brochure was printed on a solvent free printing press, using vegetable oil based inks and a water based sealer varnish. The paper used is from an accredited environmentally friendly, renewable source and is 100% recyclable.

Specimen: **PINK LILY**

Lilies form an important group of flowering garden plants, and are important culturally and in literature in much of the world. Some species are sometimes grown or harvested for the edible bulbs. They comprise a genus of about 110 species in the lily family.



Print Process:

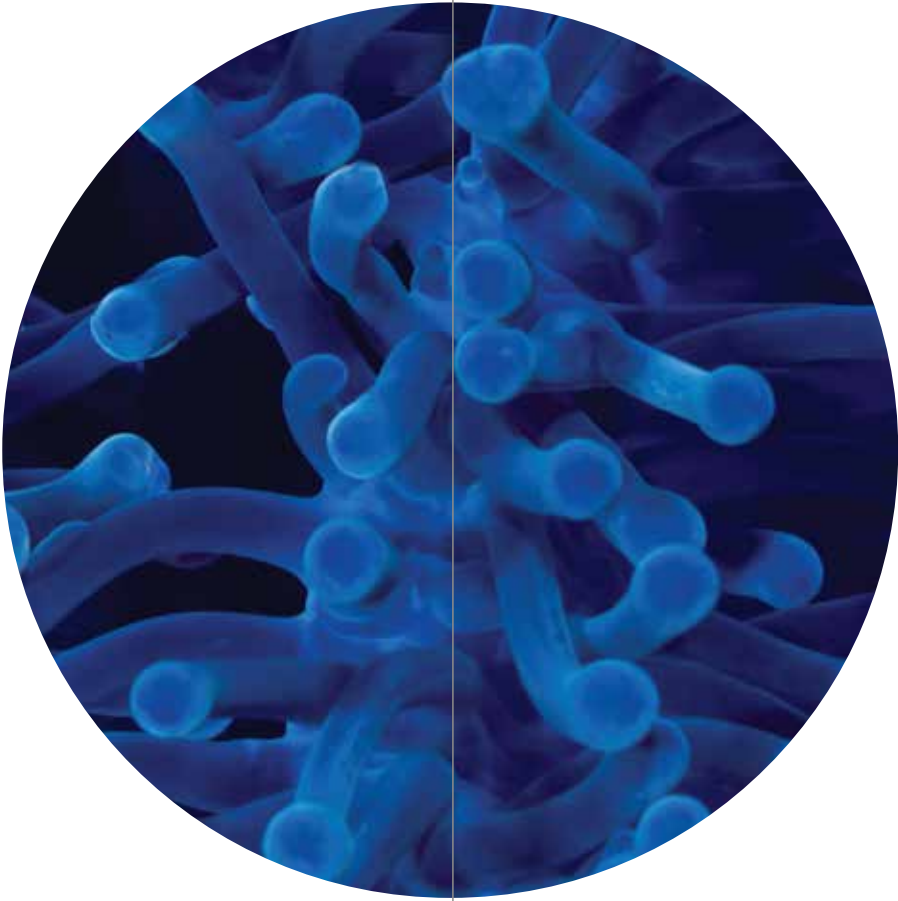
Plate Three

CMYK UNCOATED 150_GM

This brochure was printed on a solvent free printing press, using vegetable oil based inks and a water based sealer varnish. The paper used is from an accredited environmentally friendly, renewable source and is 100% recyclable.

Specimen: **SCARAB BEETLE**

The Scarab beetle is a species of dung beetle. It collects balls of dung which it rolls to an underground chamber to feed its offspring. This behaviour inspired the Ancient Egyptians to compare it to the sun god Khepri, and they considered it to be sacred.



Print Process:

Plate Four

CMYK / DRIP VARNISH UNCOATED 150_{GM}

This brochure was printed on a solvent free printing press, using vegetable oil based inks and a water based sealer varnish. The paper used is from an accredited environmentally friendly, renewable source and is 100% recyclable.

Specimen: **SEA ANEMONE**

Sea anemones are a group of water-dwelling, predatory animals of the order Actiniaria; they are named after the anemone, a terrestrial flower. As cnidarians, sea anemones are closely related to corals, jellyfish, tube-dwelling anemones, and Hydra.



Print Process:

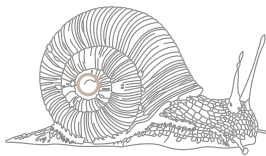


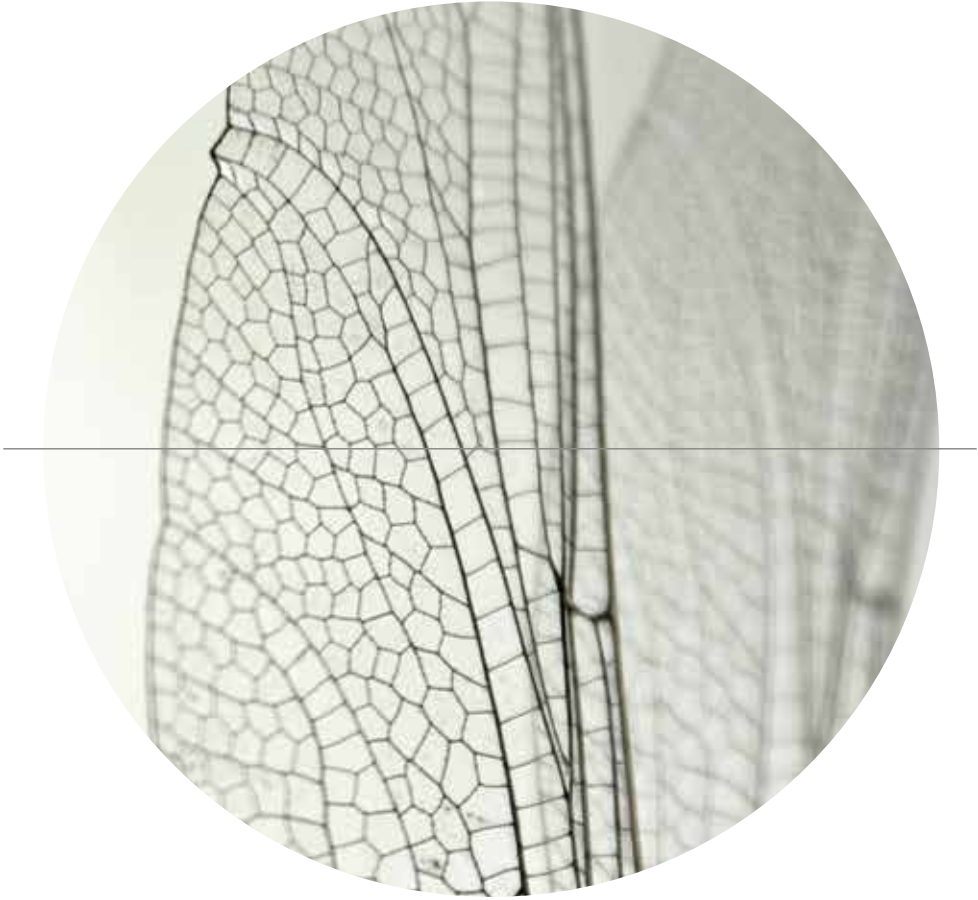
Plate Five

CMYK / MATT COATED SILK 150_{GM}

This brochure was printed on a solvent free printing press, using vegetable oil based inks and a water based sealer varnish. The paper used is from an accredited environmentally friendly, renewable source and is 100% recyclable.

Specimen: **SNAIL**

Snail is a common name applied to most of the members of the molluscan class Gastropoda that have coiled shells in the adult stage. The largest snail (a sea snail - *Syrinx aruanus*) can measure up to 90 cm in length, and the whole animal with the shell can weigh 18 kg.



Print Process:

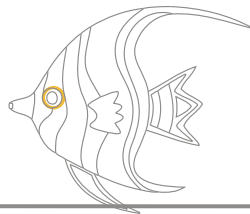
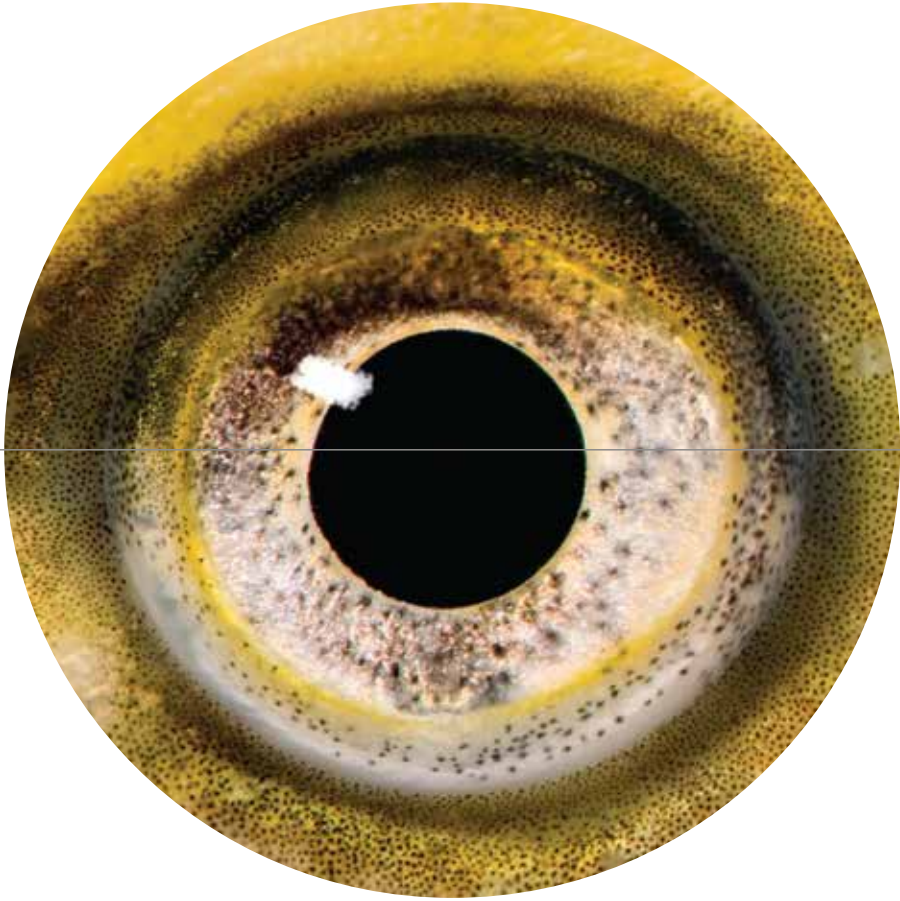
Plate Six

**CMYK + PANTONE SPOT /
SILK COAT / SILK 150_{GM}**

This brochure was printed on a solvent free printing press, using vegetable oil based inks and a water based sealer varnish. The paper used is from an accredited environmentally friendly, renewable source and is 100% recyclable.

Specimen: **DRAGONFLY**

The dragonfly is a winged insect belonging to the order Odonata. Dragonflies are valuable predators that eat small insects including mosquitoes and wasps. They are usually found around water because their larvae, known as "nymphs", are aquatic.



Print Process:

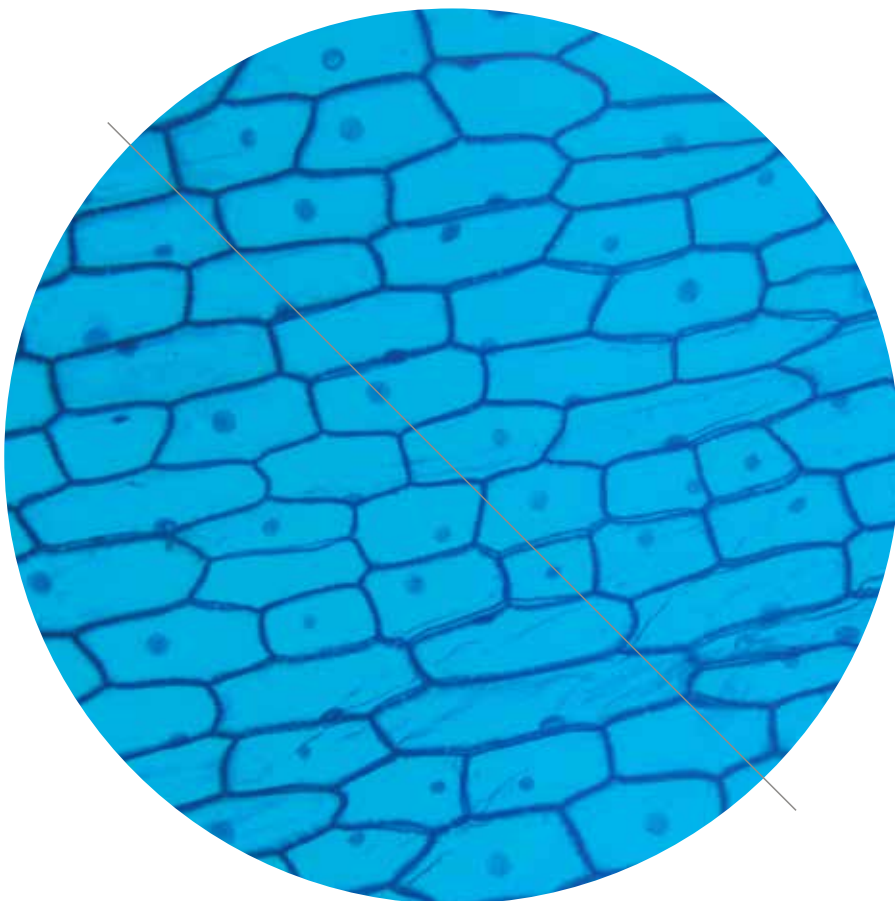
Plate Seven

**CMYK / MATT COATED
SILK 150_{GM}**

This brochure was printed on a solvent free printing press, using vegetable oil based inks and a water based sealer varnish. The paper used is from an accredited environmentally friendly, renewable source and is 100% recyclable.

Specimen: **ANGELFISH**

Pterophyllum is a small genus of freshwater fish from the family Cichlidae known to most aquarists as "Angelfish". All Pterophyllum species originate from the Amazon River, Orinoco River and Essequibo River basins in tropical South America.



Print Process:

Plate Eight

FLOURESECENT PANTONE + BLACK / MATT VARNISH / SILK 150_{GM}

This brochure was printed on a solvent free printing press, using vegetable oil based inks and a water based sealer varnish. The paper used is from an accredited environmentally friendly, renewable source and is 100% recyclable.

Specimen: **BULB ONION**

The bulb onion is the most widely cultivated species of the genus *Allium*. Onions have particularly large cells that are readily observed at low magnification. They contain chemical compounds believed to have anti-inflammatory, anticholesterol and antioxidant properties.



Print Process:

Plate Nine

**CMYK
UNCOATED 150_GM**

This brochure was printed on a solvent free printing press, using vegetable oil based inks and a water based sealer varnish. The paper used is from an accredited environmentally friendly, renewable source and is 100% recyclable.

Specimen: **MONARCH BUTTERFLY**

The Monarch butterfly (*Danaus plexippus*) is from the family Nymphalidae. It is perhaps the best known of all North American butterflies. It is found on many continents which has led to it being called the 'Wanderer'.



Print Process:

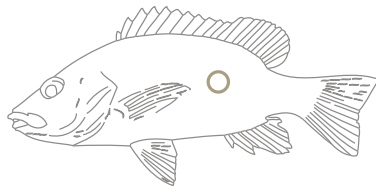
Plate Ten

CMYK + PANTONE SPOT UNCOATED 150_{GM}

This brochure was printed on a solvent free printing press, using vegetable oil based inks and a water based sealer varnish. The paper used is from an accredited environmentally friendly, renewable source and is 100% recyclable.

Specimen: **BITTERLEAF**

Bitterleaf (*Vernonia Amygdalina*) is a small shrub that grows in tropical Africa. The leaves may be consumed either as a vegetable (macerated leaves in soups) or aqueous extracts as tonics for the treatment of various illnesses.



Print Process:

Plate Eleven

METALLIC PANTONE + BLACK GLOSS 150_{GM}

This brochure was printed on a solvent free printing press, using vegetable oil based inks and a water based sealer varnish. The paper used is from an accredited environmentally friendly, renewable source and is 100% recyclable.

Specimen: **COMMON ROACH**

Roach are members of the carp and minnow family (Cyprinidae). The Common Roach is a freshwater and brackish water fish native to most of Europe and western Asia. The roach is typically a small fish, often reaching no more than about 35 cm (14 inches).



Print Process:

Plate Twelve

**CMYK / DRIP OFF VARNISH
GLOSS 150_{GM}**

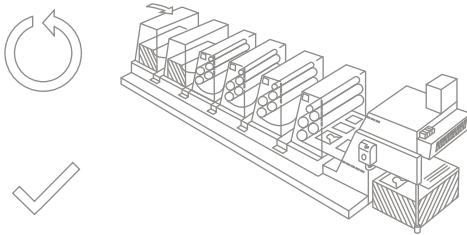
This brochure was printed on a solvent free printing press, using vegetable oil based inks and a water based sealer varnish. The paper used is from an accredited environmentally friendly, renewable source and is 100% recyclable.

Specimen: **GERBERA FLOWER**

Gerbera is a genus of ornamental plants from the sunflower family (Asteraceae). It has approximately 30 species in the wild, extending to South America, Africa and tropical Asia. Gerbera is also commonly known as the African Daisy.

THE PRINTROOM UK - GREENER COLOUR PRINTING

We aim to be one of the UK's greenest printers, and are acutely aware of our environmental responsibilities. We are constantly looking to limit our impact by reducing, reusing and recycling, and have implemented ISO 14001, the international standard for environmental management.



OUR PRINTING PRESS

We run a Man Roland 500. The big difference between our press and some others that claim to be green, is that we run 100% alcohol-free.

We never use solvents in our printing process.

We use a water-based sealer.

Our inks are vegetable-based - made from renewable resources and free from volatile organic compound (VOC). Very few UK presses run this environmentally cleaner combination.

With an added water filtration system on it, we save 3,300 litres of water per annum on the press alone.

There is no loss of performance - our results are outstanding. In fact, Man Roland uses our press for UK demonstration purposes.

THE PAPER WE USE

We hold of FSC (Forestry Stewardship Council) accreditation. This means that the renewable source paper you request is the paper you receive.



REDUCING AND RECYCLING

Our waste paper, plastic and glass are taken away for local recycling (certificates available from our waste managers). Toner cartridges are returned for reuse, as is the aluminium used to make the printing press plates.

We try not to use CDs. Jobs are either emailed, FTP'd or transferred on memory stick.

From paper to ink to tea bags we try to buy in bulk – reducing packaging and transport costs.

Energy efficient light bulbs are used throughout our building.

Our employees and stakeholders are made aware of our environmental policy.

The Printroom is an active member of the Carbon Zero Federation and the British Printing Industries Federation, and is working towards the European Union's Eco-Management and Audit Scheme.