



MANOR CREATIVE

Design Print Multimedia

SUSTAINABLE BUSINESS FROM MANOR CREATIVE







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The environment is not only a social issue but a business challenge. We at Manor Creative recognise that businesses are under increasing pressure regarding environmental stewardship - from regulators, stakeholders, customers, insurers, the local community and employees.

As part of our wider Corporate Social Responsibility policy, Manor Creative has taken an accountable perspective. We have installed ISO 14001 as our Environmental Management System (EMS), and through this we are continuously assessing and managing activities that contribute to climate change, as well as adopting new processes and working methods to improve our environmental performance.



INTRODUCING OUR "MANOR EARTH" PLEDGE



Our objective is to minimise the impact of our business on the environment. Overleaf, we have summarised the core values within our pledge (entitled "Manor Earth").

It will see us working with our customers and suppliers to combat climate change, by reducing waste, conserving natural resources, trading ethically and developing a sustainable business.

We always source products from businesses with similar ethics to ours. In this way we can advise our clients on the best materials for the job; from more "eco-friendly" inks to the best recycled paper.



ENVIRONMENTALLY FRIENDLY INKS

All our inks are vegetable based as standard (made from vegetable oils such as corn, walnut, coconut, linseed, canola and soya).

These inks use a renewable resource, help conserve finite petroleum supplies, and do not compromise the quality of your work. They have minimal solvent content, reducing VOC (volatile organic compounds) emissions from >30% to as low as 2%.

Additionally, soya and vegetable based inks benefit the environment via their ease of removal from wastepaper during de-inking for recycling.

WATER CONSERVATION

Being located in the South East of England, we have a special interest in water conservation and all areas are under constant review. Water

metering allows us to monitor consumption and introduce savings where practicable such as investing in a processless plate system from Fuji.



MANAGED FORESTS

Manor Creative hold FSC and PEFC certification. This means the paper used comes from forests managed in an environmentally appropriate way, is audited by the Forest Stewardship Council (in the case of FSC), is economically viable and can provide social benefits to the local population.





OUR 10 POINT PLEDGE

Based upon the principle of sustainable business, the core values of “Manor Earth” can be summarised by the following 10 environmental action points:



1) To reduce waste from the printing process - through the application of good working practice and appropriate use of technology

As a result, the environment benefits from less waste, and improved efficiency gives you better pricing from Manor Creative.



2) To encourage the reduction of waste and recycling of all products generated by our production and administration processes

We have points in all our offices for paper waste, while off cuts from production and cardboard waste are stored and collected for recycling. Plastic and metal containers, including vending cups, are also collected for re-use and recycling.



3) To reduce or eliminate the emission of volatile organic compounds (VOCs) and other harmful agents from the printing process

All our inks are vegetable oil based and have minimal solvent content.



OUR 10 POINT PLEDGE



technologies

4) To reduce our energy consumption - through the adoption of appropriate working practices and



Trust) to reduce and develop appropriate courses of action for our business.

We are committed to investing in energy reduction methods, and work with specialist energy consultants (such as the Carbon



valid data on the impact our business has on the environment.

Manor Creative have partnered with Carbon

5) To measure and report on our Carbon Footprint. Manor Creative are assessed by Carbon Footprint to provide



Footprint to measure and report on our environmental impact. Through this we are able to produce an independent and thorough understanding of our current green-house gas (GHG) emissions. Our business appraisal provides a comprehensive assessment, identifies current major emission sources and opportunities for savings in the future. The Carbon Footprint Standard is aligned with international best practice / standards such as ISO14064, Publicly Available Specification 2050 (PAS2050) and Publicly Available Specification 2060 (PAS2060).

For customers who wish to have a Carbon Neutral publication the PAS2060 Carbon Neutrality programme meets the British Standard Institutes specification on carbon neutrality. We can provide offsetting on schemes that meet the UK Government's Quality Assurance Scheme (QAS) for Carbon



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Offsetting. For more information on this please talk to us about your requirements.



6) Cutting Carbon in the supply chain - we offset the inevitable CO2 emissions generated by the despatch and delivery of goods

As an integral part of our policy to be Carbon Neutral we have developed a method of banding that allows us to calculate the CO2 generated by delivering goods to our clients anywhere in the UK. In addition, the majority of our despatches are made using national carriers, therefore maximising efficiencies in logistics.

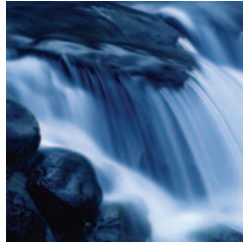
As a result of our actions, you can be safe in the knowledge we are taking positive steps to make your goods as environmentally friendly as possible - from production to your doorstep.



7) To provide accountability for paper supplies - by using FSC & PEFC approved stocks

By sourcing products that are accredited to sustainable plantation schemes (such as FSC and PEFC) we are ensuring our paper supplies are from well-managed forests.

In addition to this we are FSC and PEFC certified which provides official accreditation for goods produced by Manor Creative and allows you to use the branding labels on your products.



OUR 10 POINT PLEDGE



8) To source paper that is both recycled and chlorine free

As part of our Chain of Custody process we can advise on the properties of any paper. For example we can source and supply 100% PCW (post consumer waste) paper – think recycle bins, or regular recycled paper (which uses mill waste).

Our paper is identified as either **PCF (Process Chlorine Free)** recycled paper, **TCF (Totally Chlorine Free)** which uses pulp from virgin wood or **ECF (Elemental Chlorine Free)**.

Process Chlorine Free (PCF) is manufactured without adding chlorine or chlorine derivatives. PCF is used on post consumer recycled paper, so if chlorine was used in the manufacture of the original product, it's still in the finished paper to a certain extent.

Totally Chlorine Free (TCF) means there is no chlorine or chlorine derivatives used to make the paper, which means the paper must come from virgin fibre, including alternatives from sources other than trees.

Elemental Chlorine Free (ECF) means instead of chlorine gas, chlorine derivatives are used, which is a process that is used in both virgin and recycled paper products.

The treated wastewater, from well-managed pulp and paper mills using ECF bleaching, is virtually free of dioxin and persistent, bio-accumulative and toxic substances.

The remaining chlorine-containing organic substances (resulting from ECF bleaching) are similar to substances found in nature, degrade naturally and do not persist in the environment. Research shows they present a negligible environmental risk to aquatic ecosystems.



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9) To take positive ecological action within the UK - and plant a tree in the Manor Earth Grove for clients who place print with us



For every client who places £10,000 worth of print or more with us, we will plant a tree in the Manor Earth Grove in Scotland. This grove forms part of the charity *Trees for Life's*

work to restore the Caledonian Forest in the Highlands of Scotland.

Our tree planting is a further contribution towards addressing the issue of global warming, and is a positive ecological action in the UK to assist in the natural regeneration of this forest, which once covered over 1.5 million hectares of land with majestic Scots pines, interspersed with birch, rowan, juniper and aspen trees.



10) To continually monitor and adapt our initiatives in line with ethically and environmentally sound projects

At Manor Creative we fully embrace the issues regarding Corporate Social Responsibility and the environment and this is now a firmly established priority within our business culture.

We are constantly reviewing processes and techniques to make sure we are up to date with the latest in environmentally-friendly production methods.

You can visit our Grove online at:

http://www.treesforlife.org.uk/groves/manor_creative.html



OUR 10 POINT PLEDGE

We will actively monitor our Manor Earth pledge as part of our environmental policy and reserve the right to review and amend where necessary to set targets and objectives for continual improvement.



Manor Creative is proud to be a May Day company, and proud of the steps we have already taken to tackle climate change and work towards a low carbon economy.

FURTHER READING

For the latest information about climate change and environmental action, check out the following links:

<http://www.climatechallenge.gov.uk>

<http://actonco2.direct.gov.uk/index.html>

www.netregs.gov.uk

www.carbontrust.co.uk

www.carbon-clear.com

www.maydaycompany.org.uk

We would welcome the opportunity to show you how our printing services could help you. For further information on how Manor Creative's 'Manor Earth pledge' can benefit your business, please contact Helen Ansell on 01323 514427 (hansell@manorcreative.com).



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Changing the Climate for Design
Support Award 2007



Printed on a Xerox iGen4 digital press on paper that is acid free, ECF (Elemental Chlorine Free) & FSC certified.

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