



# BRIGHTSIDE PRINT AND DESIGN LTD

## Environmental Policy Statement

Brightside Print and Design Ltd provide the highest quality corporate design and printing services. Our range of printed products include: brochures, leaflets, and stationery. By providing graphic design, typesetting and printing services together, we ensure not only the quality of the finished product but keep costs to a minimum. Brightside Print and Design Ltd is based in London, UK, but serves customers worldwide.

In an effort to reduce the current carbon footprint of 5.5%tCO<sub>2</sub>e per staff member by 5% each year for the next 3 years, we strive to use suppliers with similar standards of environmental responsibility. Some requirements we demand of our suppliers are the use of waterless printing technology and a commitment to a reduction in packaging materials or the use of reusable materials. Internally, we aim to reduce our electrical use, which currently accounts for 89% of our carbon footprint.

To achieve our environmental objectives we will:

- Reduce our current carbon footprint of 5.5%tCO<sub>2</sub>e per staff member by 5–8% in the first year of our reduction policy.

- Train, educate, and motivate staff to work in an environmentally responsible manner and to play a full part in the development of new ideas and initiatives.

- Give preference to the use and purchase of recycled and recyclable materials and include environmental considerations in the design criteria for all products, packaging and services. Take account of toxic or hazardous substances in all products used.

- Take account of environmental factors within the process of procuring products and services used by Brightside, including the manner in which we expect contractors and sub-contractors to operate.

The action plan will be communicated to our staff via the training manual, by example from existing staff members and posted reminders in the office. We will also communicate our environmental improvement efforts on our website and through our social media campaigns.

This policy will establish and maintain periodic audits of the system and be reviewed by management at quarterly meetings. This policy will primarily be managed by Peter Rayment.

Peter Rayment  
Managing Director, Brightside Print and Design Ltd  
6<sup>th</sup> October 2010