

Zero Waste, Maximum Impact

Corporate printers Butler and Tanner (B&T) have successfully launched their new “Zero Waste Initiative”, which aims to cut down on the substantial waste that is created when generating corporate reporting literature that, by law, all PLC companies must produce.

Butler and Tanner Corporate is the first specialist printer in the country to offer this scheme, as they seek to find ways for PLC's to protect the environment.

The law states that all shareholders must be provided with Reports and Accounts and that there must be a surplus to satisfy the needs of anybody who may contact the company requesting copies. This leads to many surplus documents being produced that either have to be kept in storage, at the cost of the company, or disposed of as waste.

For a contract price agreed at the outset of the project, B&T will print the main run of the Report and Accounts to cater for all shareholders via conventional litho printing and finishing. Any extra copies required or requests received by companies or individuals can be transmitted electronically to B&T via a web link on the clients' website and printed digitally on demand, at the same unit price as the original litho print run. The quality of B&T's digital printing is virtually indiscernible from litho using the NEXPRESS system, which is unique in being able to run standard litho paper (including FSC and recycled materials). Existing customers have already been offered the Zero Waste Initiative, giving them the opportunity to save money and save on waste.

Butler and Tanner Corporate's Bill Davis said “At Butler and Tanner we understand the importance of printing onto premium quality paper says as much about your company as the information contained on the pages. Our responsible use of paper, which is supplied from sustainable forestry, along with the new service we are pioneering in Zero Waste, is just part of our commitment to becoming more environmentally proactive. It is hoped that through allowing companies who embrace Zero Waste the option of using the logo within their branding it will send out a strong message raising awareness of their commitment to reducing the risk to the environment and lowering their carbon footprint.”

Butler and Tanner Corporate's Bill Davis said "This is a great opportunity to raise awareness of the environmental issues that are highly relevant to our industry and investor relations literature. This initiative will give PLC's the chance to not only save money and eliminate the need for storage but to cut down on their carbon footprint and raise awareness of the environmental policies they have put in place to help discharge their corporate and social responsibility."

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Notes to Editors

Butler and Tanner firmly believe that printing should have an impact on your eye not on the environment. With more awards for quality than almost any other UK printer combined with outstanding success in achieving ISO 14001 and FSC Accreditation Butler and Tanner can also demonstrate that it means what it says.

A copy of the Zero Waste logo is also attached.