

# Squirrels in Pyjamas!!



# SEEING THE WOOD FOR THE TREES

– Or how Arron Print is doing its bit to save the planet!



When even George W. Bush finally, reluctantly agreed that all this stuff about global warming might actually be true, the human race did what it

normally does best in times of disaster – point the finger at someone else and shout with a note of indignation honed in millions of school playground arguments, “Its all your fault”!

So far the pantomime villains have been the airlines, gas guzzling cars and nasty supermarkets. But the ‘blame game’ is already giving way to a slightly more responsible debate, in which it is grudgingly acknowledged that this is actually a problem we all should be dealing with.

To some extent the printing industry is already ahead of the game. Aston Colley of Arron Print explains that they started worrying about recycled paper more than a decade ago, but admits that they are going to face increasing pressure to convince their customers, and ultimately the general public, that they are doing all they can in the bid to save the planet.

## So what is Arron Print actually doing to help save the world?

### They encourage their customers to become ‘Tree Huggers!’

With deforestation becoming a global ‘cause celeb’, Arron Print believe that the smart thing to do is to use recycled paper, ideally, where possible, paper made from 100% post-consumer waste. This does not mean using paper that looks more suitable for an outside lavatory than leaflet dispenser! There have been enormous developments in the quality of recycled paper. In fact, you might be surprised to learn that this newsletter is printed on an Eros silk

recycled. Paper is in the front line of the war against global warming and there is mounting pressure to take actions to lesson the environmental impact. Environmental pressure will hopefully change customer demand too, in recognizing that the old ‘Daz White’ look requires more harmful bleach and chemicals to produce.

### They look after their waste –

Arron Print reduces to an absolute minimum the use of ‘nasty stuff’, and when they really have no option, they do not dispose of chemicals by pouring them down the drain. The vast majority of their waste, from vending machine paper cups to developer and scrap paper, is always recycled.

### They always recommend the use of both sides of the paper.

Aston poses the question of how much stuff do you print in your own office and how often do you use both sides of the paper? So much for the paperless office talked about a few years ago! But as Aston says, if we just pressed the both sides of the paper button on the photocopier, this could be halved.

### “I ink, therefore I am”!

Wherever possible, Arron Print uses inks that don’t contain volatile organic compounds containing petroleum solvents, instead opting for the greener option of using inks derived from Soya beans and vegetables.

### They manage print runs.

Although Aston says this is a tricky one, as job price is based on the numbers printed, which of course does not help global warming, he says he always talks to his customers about print runs, and asks them if they can make do with fewer copies. He also points out that cutting the initial run isn’t especially green if future reprints will be required.

### Making reports

#### – Being energy conscious

140001 Accreditation means that the business now has a certificate to prove they are doing their bit to save the planet. 140001 requires the company to



Aston suggests other ways in which we could all try to save and change the world:

#### Try watching TV less

Do a jigsaw. Rearrange your pictures. Take the dog for a walk. Dye your hair. Massage someone. Go swimming. Dust. (Editors note: Dust?!!)

#### Find out how your money is invested

Make sure your pension fund has the same values as you

#### Use a Mug not a plastic cup.

and last but not least –

#### Have a bath with someone you love

Save water. Have fun but get out before everything becomes wrinkled!

make monthly environmental reports, which detail how many kilowatts of energy they are using, in quantifying how many whole trees or cubic yards of landfill space they are saving. Aston says this might sound like a gimmick to some, but that it does make the company significantly more environmentally conscious, which of course is the whole point.

