

N e w s R e l e a s e

For immediate release

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Hampshire based printer Stanbury Chameleon certified as carbon balanced by World Land Trust.

Stanbury Chameleon is the first Hampshire-based printer to become fully carbon balanced across the whole of its business, and is one of only ten certified printers in the UK to be certified by the World Land Trust (WLT), a worldwide conservation charity. By investing into carbon balanced publications, customers can benefit from Stanbury Chameleon's status and carbon balance their own printed collateral. This means that as well as helping to protect the environment, customers can then display the appropriate WLT logo on their products.

Patrick Crosley, Stanbury Chameleon director, says: "Looking after the environment is a big challenge for businesses. As ever, we are leading the way in helping our customers to develop sustainable practices. We've invested our time in carbon balancing our entire business, and after three years of careful planning, we're delighted with our new status. Other printers may move this way in the future, but our current practices mean our customers are already on the journey."

In addition, Stanbury Chameleon has partnered with the Marine Advertising Agency (MAA) to offer carbon balanced publications to the latter's clients. This means that any print bought via MAA can have the carbon balanced publication World Land Trust logo added.

"We are an excellent fit for marine based businesses that are already, or want to, embrace the movement toward environmentally aware practices," Patrick continues. "The Marine Advertising Agency acts as a conduit to many of our current clients."

Mike Shepherd, Marine Advertising Agency MD says: "Stanbury Chameleon has been our sole print and exhibition partner since we started our business and we've worked together to produce really high-quality products for our clients. We're delighted that, with the World Land Trust accreditation, all our printed materials and those we manage for our clients, will be carbon balanced."

Being able to display the Carbon Balanced Publication logo from World Land Trust on printed material is the highest statement of integrity and credibility. Customers of Stanbury Chameleon can opt-into the scheme and proudly display the WLT logo which shows that the carbon impact of the whole production of a printed item has been estimated and balanced (offset).

Example: printing 2500 A4 16 page newsletters, printed on 170gsm silk.

Total cost of balancing: £9.80

Carbon saved by balancing: 164 kilos

Land preserved by balancing this order: 115m²

Continues . . .

World Land Trust is an international charity that protects the world's most biologically significant and threatened habitats acre by acre. Established in 1989 it's already helped secure more than 600,000 acres of threatened habitat and of it Sir David Attenborough, says: "The money that is given to the Wold Land Trust, in my estimation, has more effect on the wild world than almost anything I can think of."

World Land Trust (WLT) conservation projects take place across the world, from Argentina to Zambia. Funds raised through carbon balancing are used by WLT to tackle climate change thorough projects that both offset carbon dioxide emissions and conserve biodiversity. By purchasing ecologically important standing forests under imminent threat of destruction and degradation, carbon is kept locked-up that would otherwise be released. Protected forests are then able to continue absorbing more carbon from the atmosphere. Referred to as REDD (Reduced Emission from Deforestation and forest Degradation), this is now recognised as one of the most cost effective and swiftest ways to arrest the rise in atmospheric carbon dioxide and climate change.

From its South Coast head offices in Gosport, Hampshire, Stanbury Chameleon offers an extended range of services, including traditional and digital printing to clients across the UK, Europe and the USA. Services include anything from business cards to catalogues and large format display items like roll-up banners and bespoke stand builds.

ENDS

Notes to editors

- For more information about Stanbury Chameleon, visit www.sc-print.co.uk
- For more information about World Land Trust, visit worldlandtrust.org

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