

they've got it...have you?

cellogreen®
the eco-friendly laminate

HSBC

HSBC & Cellogreen Case Study

With the global focus on climate change and Corporate Social Responsibility, HSBC is the first major bank to go carbon neutral.

Environmentally Friendly Marketing:
With its shift towards becoming a 'green' organisation, HSBC is now utilising green methods for its print based marketing and communications, to ensure its actions represent its ethos.

Cellogreen:
A print media campaign consisting of paper mail ran alongside a TV campaign for HSBC Premier, their premium current account. This campaign followed on from the TV based promotion of Paperless Banking and so it was imperative the pack was as 'green' as possible. Lamination is one area of print that is not generally considered to be green, but is often still required in order to maintain the professional image of print marketing. When HSBC were told of Cellogreen, Celloglas' new environmentally friendly laminate, they saw it fit immediately into their objective to deliver a high quality result for the HSBC Premier direct mail pack.

Andrew Cooper from HSBC said "We wanted to maintain a quality matte laminated finish whilst ensuring our green credentials. The finish [with Cellogreen] was as expected and there was no noticeable difference between this product and normal laminates."

Although paper was used in the mailing campaign, the pack was fully recyclable and the Cellogreen laminate used was environmentally friendly.

Future:
Over the long term, HSBC will look to use green print products such as Cellogreen as a high quality laminate finish, and will be able to make a virtue of the fact that it is environmentally friendly.

Andrew added: "As the world moves towards a greener outlook on all products and services, this can only add to a company's reputation."



Cellogreen is exclusive to Celloglas and available at all sites nationwide
For samples please call the Sales Team on 0116 263 1010
www.celloglas.co.uk



CAMBRIDGE UNIVERSITY PRESS

Winner: Cambridge University Press

UK publisher Cambridge University Press was chosen as the winner due to its impressive record of implementing, or having already achieved, many green initiatives.

Environmental practices were the norm at Cambridge University Press long before it became 'fashionable'. These practices were further refined in 2007 to achieve the ISO 14001 standard for manufacturing, apparently the first UK publisher to have this.

ISO 14001 was just one part of Cambridge University Press' cradle to grave approach to eco matters. Over 70 environmental initiatives were included as part of this scheme.

The major priority was reducing energy consumption, using energy efficient presses and an eco friendly press hall. Another focus was carbon reduction, instead of offsetting, and in

2007 an 11% reduction in greenhouse gas emissions was achieved.

2007 saw over 92% of its waste recycled as well as an increased commitment to reduce the amount of waste, and last year saw the number of FSC titles produced increased by 500%. Alcohol free presses were purchased last year, and 90% of the inks used are now vegetable based.

Cambridge University Press is also registered with Cambridge's car sharing scheme and a pool of Cambridge University Press bicycles are available for local journeys.

Staff have been trained in environmental auditing and Cambridge University Press plans to spread its green knowledge further by producing the Cambridge Guide to Ethical Printing this year, covering green issues in book publishing from concept to completion.

Judges' comments

This entry was highly impressive as Cambridge University Press' attitude is not just talking about improving its green credentials, but actually doing, or having done, something about it.

Client

Category

Environmental Magazine, Newspaper and Book Publishing Award

Shortlisted

Acona/PREPS

Haymarket Media Group

Penguin Group UK

Reed Elsevier

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