

Carbon Balanced Printing

Offsets carbon.
Protects species.
Enhances brands.



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www.carbonbalancedprinter.com
CBP2105

potts 

PRINTING • PACKAGING • DIRECT MAIL



High quality and sustainable solutions for your business

As a Carbon Balanced Printer, Potts Print and our clients are supporting global conservation charity World Land Trust in their crucial efforts to protect and preserve threatened, carbon-rich habitat around the world.

Potts Print (UK) is one of the largest independently owned printing companies in the UK and has over 130 years' of experience.

Sustainability and environmental impact are an integral principal of our business. We are ISO 14001:2015 Environmental Management Systems accredited and are continually improving our environmental impact by adopting new products and processes including alcohol-free printing, vegetable oil based inks, water based coatings and the use of recycled & Carbon Balanced Paper.

Our World Land Trust Carbon Balanced Certification is just one part of our strategy to reduce our environmental impact. We strive to continue to invest and innovate to ensure we offer our customers and the planet the most sustainable solutions possible. We look forward to sharing more of our journey with you.

Learn more at: www.potts.co.uk





What is a Carbon Balanced Printer?

A print business becomes Certified Carbon Balanced when it has measured its primary carbon emissions and balanced (offset) these impacts through World Land Trust's global Carbon Balanced projects.

Certified Printers can exclusively offer their customers Carbon Balanced Print and Carbon Balanced Paper-based Packaging.

Carbon Balanced Printers are leaders in sustainability and recognise the critical and continuing need to reduce avoidable emissions wherever possible.

Therefore, in line with keeping the global temperature increase below 1.5°C, Carbon Balanced Printers commit to halving their scope 1 and scope 2 carbon emissions by 2030 (2018 base year).

To avoid the most significant effects of climate breakdown, we must halve greenhouse gas emissions before 2030 and achieve net-zero emissions before 2050

Science-Based Targets Initiative

World Land Trust



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Global conservation charity World Land Trust (Charity No. 1001291) protects the world's most biologically significant and threatened habitats acre by acre.

Since its foundation in 1989, World Land Trust and its overseas project partners have been instrumental in the purchase and protection of more than two million acres of tropical forest and other threatened habitats.

To date, the Carbon Balanced Print and Paper programme has enabled WLT to offset over 250,000 tonnes of CO₂.

The work of World Land Trust is actively supported by their passionate and dedicated patrons.

The money that is given to the World Land Trust, in my estimation, has more effect on the wild world than almost anything I can think of.

Sir David Attenborough, WLT Patron



WLT's patrons: Sir David Attenborough, Steve Backshall, David Gower and Chris Packham

Making a real difference

Choosing Carbon Balanced helps fund World Land Trust's ecosystem protection and restoration projects in Vietnam, Mexico, Ecuador and Guatemala.

Forests are the lungs of the Earth, producing around 30% of our oxygen. Forests provide habitats for 80% of amphibian species, 75% of bird species and 68% of mammal species. Yet, since 1990, it is estimated that some 420 million hectares of forest have been lost—an area 17x greater than the United Kingdom.¹



The Sunda Pangolin, Red-shanked Douc, and Asiatic Bear are just some of the threatened species found in WLT's Carbon Balanced projects

Contributions to the Carbon Balanced programme are used to protect land from deforestation and degradation, preventing the release of CO₂ into the atmosphere while preserving invaluable ecosystems.

Protecting existing forest, through Reduced Emissions from Deforestation and Forest Degradation (REDD+), is World Land Trust's preferred approach for biodiversity conservation. Where appropriate, this technique is supplemented by planting native trees in areas of cleared land.

All of WLT's forest protection and restoration projects have measurable, long-term local community benefits, a positive climate impact and significant biodiversity conservation value.

¹ FAO, State of the World's Forests, 2020; The World Bank, Land Area by Country, 2020

Why choose Carbon Balanced?

Carbon Balanced Print & Packaging is a simple choice that will help meet the growing demand for sustainability.

The wide-ranging environmental benefits of Carbon Balanced Print and Paper are what make this solution truly unique.

By tackling carbon, reducing deforestation and protecting threatened species, businesses choosing Carbon Balanced can meet the needs of their customers, their own Environmental, Social, and Corporate Governance commitments, and the planet.



66% of global consumers say they're willing to pay more for sustainable brands

Nielsen



55% of young people in the UK say they would be more loyal to a brand that was reducing its carbon footprint

Carbon Trust



Demonstrating your commitment

Working with a Carbon Balanced Printer can help reduce your carbon impacts and provide you with the communications tools to build positive awareness amongst your own customer base.

The World Land Trust Carbon Balanced logos can proudly be featured on your materials to communicate your commitment to reduce your carbon impact.



World Land Trust Certificates - issued for every job, or on a periodical basis - demonstrate the amount of CO₂ offset as a result of working with a Carbon Balanced Printer. These powerful acknowledgements of your positive action also highlight the equivalent area of carbon-rich habitat preserved.

**250,000
tonnes**

of CO₂ have so far* been
offset through the
Carbon Balanced
Programme.

**5,000
businesses**

have taken positive
action by choosing
Carbon Balanced
Print and Paper.

**65,000
acres**

of World Land Trust's
Carbon Balanced
projects in Vietnam,
Mexico and
Ecuador.

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