

## Environmental impact certificate CAR CLUB BOOKLET

As part of our BS8555 we strive to record the environmental impact of our printing projects and continually work on reducing the amount of resources needed.

### Paper specification

The paper used for this project is called Redeem (100gsm and 240gsm). It is produced from over 100% post-consumer waste.

### Ink specification

This project was solely printed with vegetable based inks so no volatile organic compounds nor CO<sub>2</sub> emissions from the inks.

Print run 40,000 copies

Format A6 portrait

Printing printed in 3 Pantone colours throughout

Proofing wet proof

Finishing saddle stitched

**Total paper consumption** 2,418kg

This includes all paper needed for setting up the printing machine and the proofing

**Paper consumption per copy** 44.75 g

**Printing of machine proof and setting up the printing machine** 91kg (3.75%)  
goes back into the recycling loop

**Total ink consumption** 44.4kg

**Ink consumption per copy** 1.01g

**By using 100% post-consumer recycled paper we prevented:** 3.19 tonnes CO<sub>2</sub> emissions, 10.75 cubic metres diverted from landfill, saved 72,536 litres of water, mitigated 65.70kg of other air pollutants

35a Britannia Row London N1 8QH

STUDIO 020 7288 2448 EMAIL [hello@designbybeam.com](mailto:hello@designbybeam.com)

[www.designbybeam.com](http://www.designbybeam.com)

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### ALL CHANGE, PLEASE CAMPAIGN POSTERS

As part of our BS8555 we strive to record the environmental impact of our printing projects and continually work on reducing the amount of resources needed.

#### Paper specification

The paper used for this project is called Cocoon (150gsm). Cocoon is a FSC certified 100% recycled paper.

#### Ink specification

The digital inks for the HP are pigment in mineral oil suspension but the process offer a high level of efficiency in ink and paper usage.

Beacon Press doesn't log the ink consumption per job but they confirm that the environmental impact of ink on the overall job is minute.

**Print run** 300 copies A4 and 300 copies A3

**Printing** Digital printing

**Proofing** digital

**Total paper consumption** 108 kg

This includes all paper needed for setting up the printing machine

**Paper consumption per copy** 18 g

**CO<sub>2</sub> production during the printing process** 7 kg

Beacon offset all CO<sub>2</sub> in clean energy schemes verified under the UN Protocol via The Carbon Neutral Company