



CARBON BALANCED PRINT

A simple way to reduce your carbon impact and enhance your brand

HEALEYS
— PRINTERS —

What is Carbon Balanced Print?

Carbon Balanced Print is produced by a Carbon Balanced Printer on Carbon Balanced Paper. It enables you to reduce the low but unavoidable carbon impact of your printed marketing communications.

Already one of the world's truly responsible, sustainable, low carbon products, the average carbon impact of your paper and print can now be measured and offset through the work of World Land Trust.

Carbon balancing is achieved through the preservation of ecologically important standing forests, under real and imminent threat of clearance, locking in carbon that would otherwise be released and securing continued absorption of carbon dioxide from the atmosphere. Following the principles of REDD+, this is recognised as one of the most cost effective and fastest ways to arrest the rise of atmospheric CO₂ and global warming effects.

(REDD+) Reducing emissions from deforestation and forest degradation in developing countries





Why is this important?

Taking positive action to Carbon Balance your print helps combat global warming and deliver against your corporate social responsibility.

Businesses, government and the public sector, along with your customers, employees and other stakeholders are increasingly focused on reducing their environmental impacts.

Carbon Balanced Print is a simple choice that will reduce the carbon impact of printed marketing communications, quantifying the amount of CO₂ balanced and the area of high value conservation land preserved.

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

Source: Nielsen



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

Source: Carbon Trust



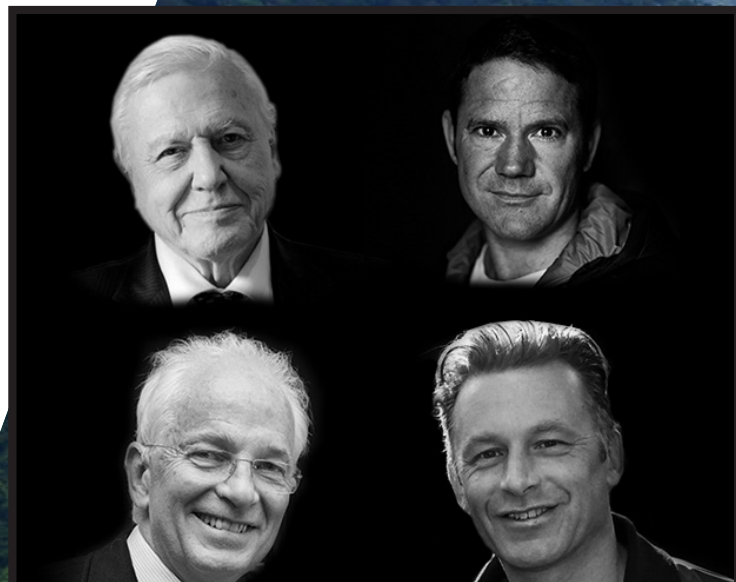
Who is World Land Trust?

World Land Trust is an international conservation charity that protects the world's most biologically significant and threatened habitats acre by acre.

Instrumental in the purchase and protection of more than 700,000 acres of habitat in Africa, Asia, Central and South America and the UK to create reserves and give permanent protection to habitats and wildlife. 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



World Land Trust Patrons: Sir David Attenborough, Steve Backshall, David Gower, Chris Packham



Stump-tailed Macaque, Keeled Box Turtle, Orlov's Treefrog, just some of the endangered and critically endangered species



Map showing Khe Nuoc Trong

Making a real difference

Carbon Balanced Print supports World Land Trust projects in Vietnam, one of the most biologically diverse countries on Earth and an area of international conservation importance.

Vietnam is one of the fastest growing economies in the world and this is putting immense pressure on its exceptional biodiversity.

World Land Trust is working with Viet Nature Conservation Centre to protect the entire forest of the Khe Nuoc Trong, an area covering nearly 50,000 acres.

By protecting and aiding the recovery of the forest, approximately 50,000 tonnes of carbon dioxide emissions will be absorbed each year.

Khe Nuoc Trong is home to 41 threatened species listed on the IUCN Red List, 8 of which are endangered and 6 of which are critically endangered.

Benefits for your organisation

Carbon Balanced Print will reduce your carbon impact and enhance your brand.

The World Land Trust Carbon Balanced Print logo can be included on your printed material to demonstrate and communicate your commitment to reduce your carbon impact.

You will also receive a certificate to advise the amount of CO₂ balanced and the area of land protected as a result of your positive action.



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TRUST™**

www.carbonbalancedprinter.com

Healeys Print Group - Reg. 2108

CERTIFICATE

THIS IS TO CERTIFY THAT

By using Carbon Balanced Paper for "Company Report"

Brand XYZ Ltd

Has balanced through World Land Trust the equivalent of

3,350kg of carbon dioxide

This support will enable World Land Trust to protect

2,345m² of critically threatened tropical forest

Issued on 01/05/2019 — Certificate number CBP12345678

Presented by Healeys Print Group

World Land Trust's Carbon Balanced project sites offset emissions through the protection of tropical forest under imminent threat of deforestation and degradation.

For further information on the land area preserved through your use of Carbon Balanced Paper please visit:
www.carbonbalancedpaper.com and www.worldlandtrust.org/eco-services/carbon-balanced

Thank you for taking Positive Action



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How do I get involved?

HEALEYS
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Healey's are proud to be a leading environmentally responsible and certified Carbon Balanced Printer, enabling us to offer a Carbon Balanced Print solution to help our clients reduce their carbon impact and deliver against their corporate social responsibility.

Carbon Balancing our print operation and the paper used for your print is achieved through World Land Trust Carbon Balanced Paper and Healey's can provide you with a registered Carbon Balanced Print logo to reproduce on your printed work and a certificate to advise the amount of carbon dioxide balanced and area of highly biodiverse standing forest protected. We can help you to understand just how much of a difference you can make by Carbon Balancing some or all of your paper for print and help you to communicate the positive action taken by securing Carbon Balanced Print from Healey's.

Find out more
Email: info@healeys-printers.co.uk

169,500 TONNES

of CO₂ has
been Carbon
Balanced, which
is the equivalent
of taking 41,600
cars off the road
for a year

2,000 BRANDS

have taken
positive action
by using Carbon
Balanced Paper
and Print

16,000 ACRES

of threatened
forest has been
protected, which
is equivalent to
9,080 football
pitches

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Revive 100% Recycled Offset 250gsm



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