




Cestrian

THE SUSTAINABILITY TOOLKIT FOR PRINT BUYERS

5 tips to meet - and exceed - your environmental targets



In 2022, we're all under pressure to be greener. But with so much information on how to go about achieving our environmental targets, we're all finding our way to some extent.

If you're a print buyer committed to sustainability, it's vital to work with a printer that shares your values – and can share your journey to going green.

Cestrian has placed sustainability at the heart of our operations for many years and we're constantly thinking of new ways to make improvements.



Our commitments include:

- sending less waste to be burned for energy
- reducing waste overall
- introducing smarter production processes
- using recyclable packaging options as standard
- minimising our PVC usage
- reducing and offsetting our carbon footprint.

In this toolkit, we share **5 tips and ideas** to meet your obligations (and even go beyond) with some creative ways to think about your print.

Tip 1. Check your printer has the correct accreditations

The basic standard that all printers should meet is ISO 14001 for environmental management, which indicates the presence of an environmental framework across all processes and day-to-day systems and a commitment to continual improvement.

At Cestrian, we have held ISO 14001:2004 since 2011 and work hard every year to make improvements and lessen our environmental impact.

Amongst many measures, you can choose our FSC paper options, which are products certified by the Forest Stewardship Council (FSC) for meeting the 'gold standard' of ethical production. We've been FSC accredited since 2018.

Wood is harvested from forests that are responsibly managed, socially beneficial, environmentally conscious, and economically viable.



**Cestrian
has held the ISO
14001:2004
accreditation
since 2011**

Tip 2. Check your material options

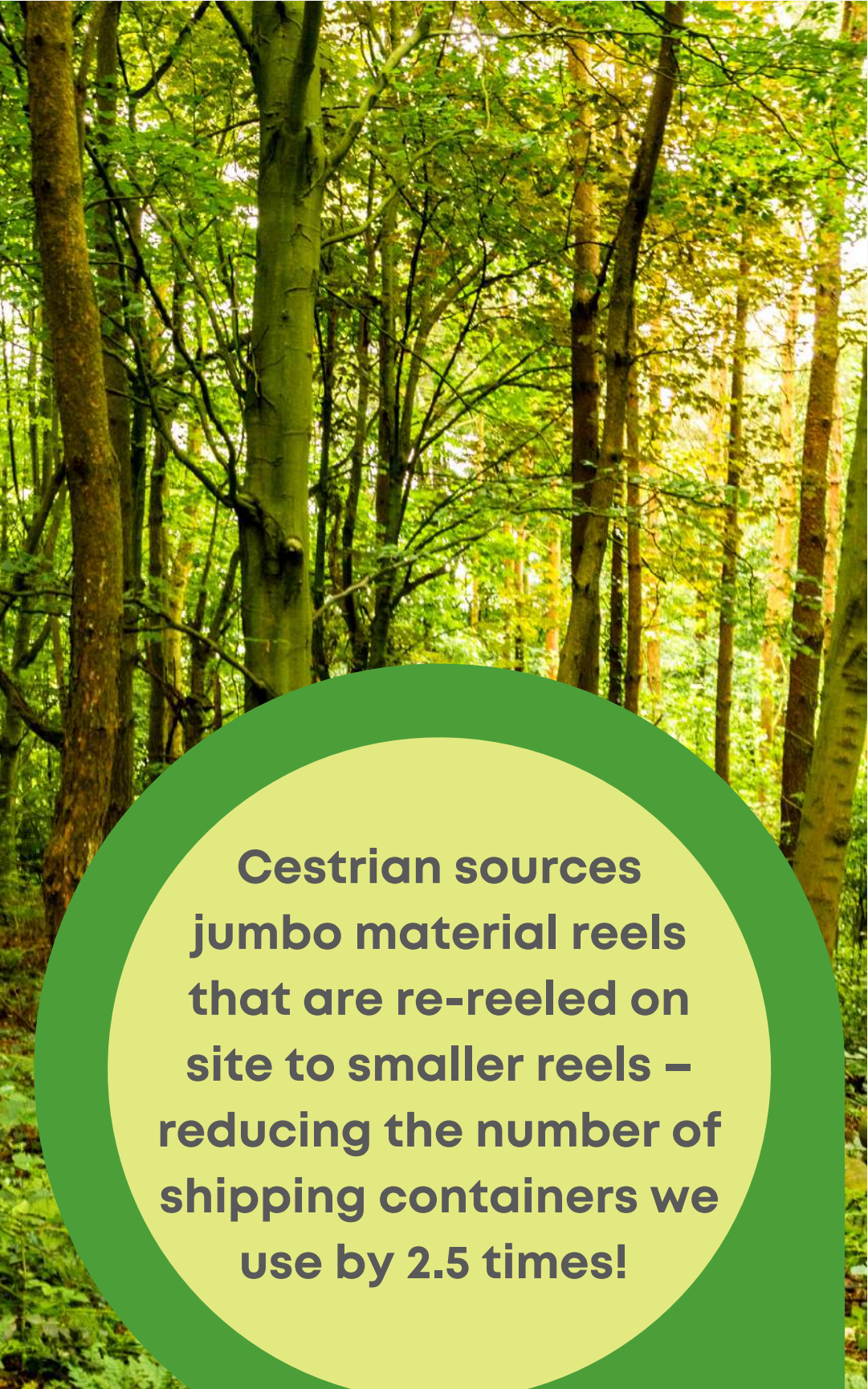
The good news is that in 2022, whichever material you want – card, correx, banner or board – there’s almost certainly a cost-effective, sustainable option available (so don’t believe any printer who tells you there isn’t!)

This could mean that it’s recycled or recyclable (preferably both), or that it’s PVC-free.

Whichever product you choose, there’s no point in sourcing a sustainable material, if you forget about the packaging and distribution. And here, small changes can make a big difference.

Ensure the packaging your printer uses is fully recyclable and PVC free – and check this includes the tape, bubble wrap, tubing, strapping and cable ties.

Also think carefully about your logistics. Instead of sending print out individually to each of your locations, could you cut down on road miles by sending your print to your central distribution locations to be delivered alongside other goods?



Cestrian sources jumbo material reels that are re-reeled on site to smaller reels – reducing the number of shipping containers we use by 2.5 times!

Tip 3. The printing press

You'll know all about print presses – but you'll also know that the technology changes fast and that 'environmentally friendly' can mean many different things.

For example, LED UV curing, which uses light to dry inks, coatings and adhesives is quicker to use and requires less ink, less machine power, and emits less heat, noise or odour.

Efficiency comes as much in the planning as in the press itself, your printer can plan jobs from multiple customers on the same print sheets to reduce the amount of offcut wastage.

Though perhaps the most important tip is to choose digital print to avoid the need for printing overs 'just in case.' You need one more running off? No problem with digital!

Cestrian's main presses incorporate UV LED curing technology, reducing our energy usage and overall CO2 emissions

Tip 4. A wasted opportunity?

Print is a naturally waste-heavy business – but it is possible to reduce the impact of waste through careful management.

Your printer should be able to provide a detailed summary of its waste management results. For example, here's what happens with ours:

38%

RECYCLED

- Paper: recycled and turned into more paper
- Card: recycled and turned into more card
- LDV (PE): turned into sports equipment such as dumbbells
- Polyester: recycled into traffic cones
- PVC: also recycled into traffic cones

0%

LANDFILL

58%

BURNT FOR ENERGY

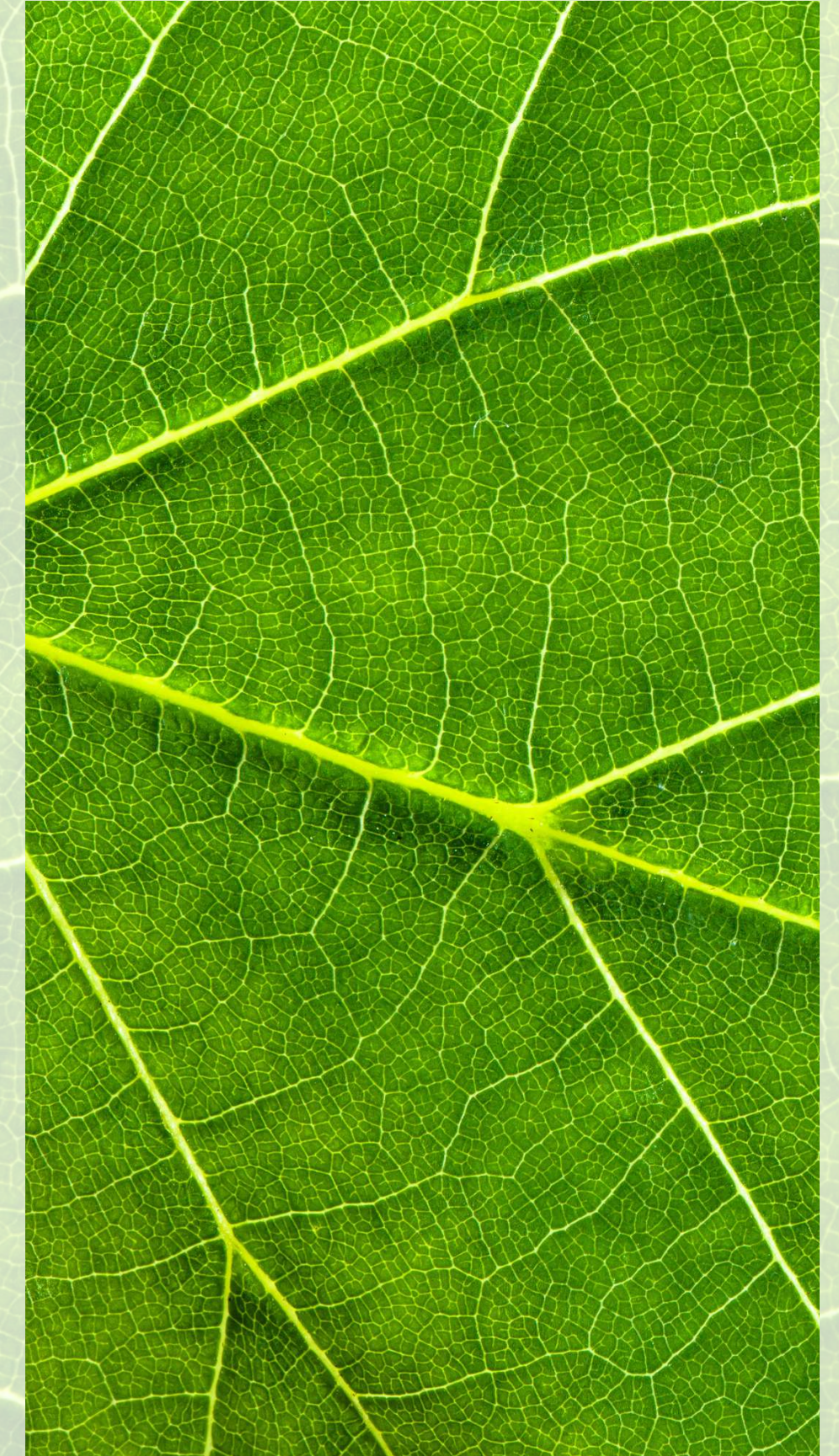
4%

REUSED

All of our waste streams are segregated, so only card is placed in our card bin – however, because contamination can happen, we check all waste by hand before it is baled.

We also only request a waste pick up when we can fill a waste truck – reducing the number of emissions.

**Cestrian has been a
zero-waste-to-landfill
company since 2015**



Tip 5. Ask your printer – what more can they do?

We need to be honest. It's difficult for the print industry to be perfect.

And if we're being *really* honest, for many of us sustainability isn't just about doing the right thing, it also makes good business sense (any printer truly committed to sustainability will see it as an opportunity, not a cost.)

Look for a printer that goes beyond the bare minimum. At Cestrian, we go further, because we know it's the right thing to do.

Big gestures are great – at Cestrian we plant trees through Make it Wild – but sometimes these steps can take too long to make a difference. So we also make small, pragmatic changes that make a difference at the source of the problem.

In 2021, Cestrian offset 196 tonnes of carbon. That's the equivalent of 731,080 miles in a diesel car



Changes like switching from plastic milk cartons in our office to reusable glass bottles.



Or collecting your print when it's no longer required and putting it back into our own recycling network.



Or even investing in sustainable research and development projects now, to revolutionise how we print in the future.

For Cestrian, sustainability isn't something to tick off – it's simply what we do.



Cestrian

Let Cestrian help you hit your sustainability targets

Cestrian is on a path of continuous improvement when it comes to sustainability – and we believe the best results come from collaboration.

We'd love to help you with your own journey to 'green.' Get in touch and we'll share our learnings and latest innovations with you.

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