

sustainability

sustainability

Companies today, have a vital role to play in creating and encouraging environmental improvement. Developing green print purchasing guidelines for your company can integrate environmental criteria with traditional purchasing criteria such as cost, availability and functionality of paper and ink. This will assist in reducing the environmental impacts associated with print purchasing, ensuring that the best environmental choice also makes good business sense.

Baseline is a member of the Sustainable Business Network and have the following Sustainable KPI's:

- all proofing is digital (Pdf) unless hard-copy is requested
- emails are not printed internally unless a necessity
- if a paper stock is not specified Baseline will recommend a sustainable option
- if a product is not specified as two-sided printing, Baseline will recommend it
- all cardboard is recycled and a minimum of 80% of all paper waste is recycled
- staff have been advised to use their company vehicles less by managing their time more effectively
- all Baseline's marketing material and stationery is printed on sustainable stock
- ascertaining whether key suppliers sustainable policies align with ours
- computers, machinery and chargers are turned off at the wall if possible when not in use
- waste disposal audits

Planning for sustainability early in the project can save time and resources. Many aspects dealt with appropriately at the beginning can result in cost saving and environmental benefits.

Baseline has invested in the latest digital technology available by purchasing the Kodak NexPress 2500 and two Xerox Nuvera 144EA printers, for two very important reasons;

- to be able to print offset quality digitally, and
- to be able to print on recycled, sustainable stocks on-demand.

The NexPress provides an extremely eco-friendly platform, producing minimal by-products.

- the toner used in the NexPress is FDA approved and non-toxic
- the sealer used is environmentally friendly and non-toxic and approved for food contact in packaging by the U.S. FDA
- the only cleaning product we use is distilled water and definitely no alcohol wipes
- being digital we print to order which reduces overflow and wastage
- our in-house design studio knows exactly how to get you more bang for your buck while creating eco-friendly products
- the Nexpress is so technically advanced it can not be matched by other digital printing presses when printing on a wide range of paper stocks & weights, including recycled paper
- the NexPress can print on uncoated stock, which is more economically friendly and easier to recycle
- the NexPress overgloss is a very effective alternative for laminating from an environmental point of view by replacing plastic. It is very cost effective compared to laminating, and done in one pass

Baseline is a family run business which cares for the environment. Its directors and many of the staff are all very active enjoying our beautiful country.

