

Working with the environment 1 January - 31 December 2017



Being aware of our impact on the environment is at the forefront of everything Dave Walsh Creative considers and prides itself on being one of many companies involved in environmentally conscious print production and processes.

There are currently two independently accredited chain of custody programmes, the **FSC (Forest Stewardship Council)** scheme and the **PEFC (Programme for the Endorsement of Forest Certification)** scheme. Dave Walsh Creative is proud to be working alongside nominated printers and suppliers that are accredited to both schemes and can provide chain of custody certification to each scheme by either utilising papers from sustainable and well managed forests; using vegetable oil based inks and sealers and, deliveries in low carbon emission vehicles.

Printing on Recycled Paper - FAQ

If you are considering printing on recycled paper here are a few answers to frequently asked questions:

Why should I choose recycled papers?

Choosing to use recycled paper is an ethical issue and down to either personal or company attitudes towards CSR - Corporate Social Responsibility. However, using recycled paper will:-

1. Reduce landfill - using recycled paper diverts waste paper from entering landfills. Landfills are a source of methane emissions, which are a contributor to global warming. What is equally important is that landfills are rapidly becoming full, and fewer new sites are available.
2. Continue the demand for recycled materials - recycling is only viable if end-markets are created for the products made from recovered waste paper.
3. Place less strain on global forest resources - paper recycling optimises the use of a valuable material and reduces the amount of virgin pulp required. Although forests are increasingly managed in a sustainable way there is a need to reduce wastage by using more recycled content.

Forest Stewardship Council - what is FSC Recycled?

The 9lives and Revive 100% recycled paper we use is also FSC Certified and our FSC Chain of Custody Certification means we are authorised to add the worldwide respected FSC 100% Recycled logo - known as a claim - to your artwork if required. There is some confusion as to how a recycled paper can achieve FSC certification as recycled fibre does not involve using trees! The simple answer is that if the paper mill has achieved certification under the "FSC Credit System" it can call an agreed percentage of its annual paper output FSC certified, which is a sensible approach.

What about Quality and Performance?

Improvements in the quality of the recycled paper grades now available mean that their quality and performance is equal to that of virgin paper, particularly if choosing top of the range recycled papers made from 100% de-inked waste, such as the 9lives and Revive brands printers use.

What is Post-Consumer Waste?

This is paper that has been used by the consumer and returned for recycling, thus keeping it out of a landfill. The more post-consumer waste that is incorporated into recycled material the better!

What is Pre-Consumer Waste?

Pre-consumer waste is the material that occurs as a by-product to the printing process, such as printers trim, make-ready and overs. We segregate all of our pre-consumer waste and have it collected each week for recycling.

What is Virgin Fibre?

Virgin fibre is new fibre that has never been used by a manufacturer before to make paper or other products.

What is Mill Broke and Recovered Fibre?

Mill broke occurs during the paper making process e.g. trimmings and faulty paper which goes straight back into the pulping process. Since it has never been used in a product, it does not count as recycled fibre but is defined as recovered fibre.

How is ink removed from paper for recycling?

Sometimes the ink is not removed from the paper when it is processed but allowed to disperse into the pulp, discolouring it slightly- which is why some recycled paper can have a greyish tinge. However, all of the recycled papers we recommend for printing are de-inked and of a conventional whiteness. If the paper is to be de-inked, this can be done in one of two ways, by washing, floatation or a combination of both methods:

1. Washing - As the paper is pulped, soaps are added which separate the ink from the paper and allow it to be washed away in water which can then be cleaned and re-used.
2. Floatation - Air is passed through the pulp, producing foam which will hold at least half of the ink and can be skimmed off. Sometimes the pulp is also bleached; hydrogen peroxide is most commonly used as it breaks down into water and oxygen on disposal, although chlorine bleach is sometimes still used. Although the de-inking process uses water and chemicals, it is still less harmful to the environment than the manufacturing process of making new paper.

What happens to the ink?

Ink that is removed from recycled pulp can be burned to generate energy to run the paper mill, or sold to make useful materials such as compost or gravel for roads.

What are ECF and TCF papers?

ECF (Elemental Chlorine Free) and TCF (Totally Chlorine Free) papers are made from pulp which has been bleached using hydrogen peroxide instead of harmful chlorine. Recycled papers are de-inked and if necessary are brightened with hydrogen peroxide or inert, harmless brightening compounds.

What is acid free paper?

Acid free paper has had the acid removed from the pulp leaving it with a neutral pH of 7.

Additional Information

If you would like further information, click the following links to visit their websites:

<http://www.fsc-uk.org/about>

<http://www.pefc.co.uk>