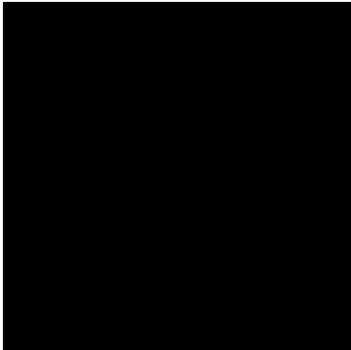


Press release
For immediate release
17th September 2010



Trading Standards ‘War on Waste’ Groceries today – beauty and luxury to follow

The news that Trading Standards have declared a war on waste against grocery giant Sainsbury’s for over packaging their food items comes as no surprise to Steve Mallett, sales director of Curtis Print & Packaging.



“Over packaging has been a hot topic for some time now and it’s an issue that will affect the beauty industry as their packaging, too, comes under scrutiny. Consumers are demanding improved sustainability and there are a number of simple steps brands can take to improve their eco friendly credentials”.

To help brands identify these steps, Curtis has reintroduced its free packaging health check.

Existing packaging will be assessed and analysed by Curtis’ experts to provide a full evaluation with recommendations on reducing the packaging’s environmental impact.

Curtis is certified Carbon Neutral Company with FSC, PEFC and ISO14001 environmental accreditation and has pioneered techniques in producing sustainable green solutions to the packaging issue.

Steve Mallett continues, “We passionately believe that each and every one of us can make a difference and changes can be made to packaging without losing either impact or quality.”

“Whether ensuring that packaging is produced locally, or that raw materials are all natural and ethically sourced, there are improvements that can be made to almost any product’s packaging” he adds.

For details of the Curtis Packaging Health Check – call 020 8947 8178 or email steve.mallett@curtispackaging.co.uk .

ENDS

Note:

With a history going back over 70 years, in recent times Curtis has taken on the mantle to lead the way in environmentally sustainable materials and production methods working towards their goal of *packaging that doesn't cost the earth*. Clients include many of the leading beauty brands including Boots, L'Oreal, Nivea, Soap and Glory, Neal's Yard and many third party contract manufacturers.

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