

Press release
For immediate release
January 2010



How green is your pack?

Curtis Print & Packaging introduce free packaging health check

In the light of the recent Copenhagen Summit, the environment has been in public focus more than ever before. Companies and consumers are increasingly looking at ways to reduce their carbon footprint and environmental impact.

Packaging is often particularly singled out in the media - wasting energy and resources to fill our overflowing landfill sites with toxic materials. But it needn't be that way. To prove that packaging can be both good for the planet and good for the pocket, **Curtis Print & Packaging**, considered to be the UK's leading sustainable packaging producer, has introduced a free health check for brands. 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, sales director comments, "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. Using vegetable inks, water based coatings or chemical free plate making are some of the steps we take to produce greener packaging."

He adds, "Gone are the days when sustainable packaging was ugly. We've researched, analysed and invested in the latest technologies to ensure that sustainable can also be beautiful."

In an economic downturn it can be harder to justify spending time and resources on non-essential commercial issues. It is all too easy for the responsibilities we all share to be pushed down the agenda. However, the secret is that going green can save money too! That is why Curtis believes so passionately in "packaging that doesn't cost the earth".

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

Curtis will also be at PACKAGING INNOVATIONS, NEC, Birmingham – 24th-25th February 2010 – Stand No 520 – offering their free packaging health check.

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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.

For further information please contact:

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