



### CURTIS PACKAGING HELPS PROTECT NATURAL FORESTS IN 2012

Curtis Packaging hopes to save over 50 acres of natural forest in 2012 in association with the World Land Trust and Dixon & Roe thanks to a new Carbon Balancing initiative. Carbon emissions are to be balanced by the World Land Trust, an ecological charity. From the 1<sup>st</sup> March 2012 Curtis will become the U.K's first "Carbon Balanced Carton Printer".

Curtis has been working on a Carbon Balancing scheme that is unique in its approach to offsetting. Sales Director Steve Mallett explains more "We have been a Carbon Neutral print company for several years now and we are proud of the steps we have taken to measure, reduce and offset our CO2 emissions. However we found our customers struggled to understand some of the schemes we were involved in and it was difficult to substantiate the environmental benefits." Mallett continues, "When we were approached by Dixon & Roe about becoming a Carbon Balanced Printer we were sceptical that this was just another in a long line of Carbon Offsetting Schemes, however this concept was unique in delivering other ecological benefits with the integrity and credibility our customers expected".

It is not just the Carbon Footprint of the printer that is measured and balanced but also the Carbon Impact of the material. Through the World Land Trust the emissions are balanced (offset) by the purchase and preservation of endangered areas of natural forest. The World Land Trust (WLT) is an international conservation charity, which protects the world's most biologically important and threatened habitats. Since its foundation in 1989 the World Land Trust has funded partner organisations around the world to create reserves, and give permanent protection to habitat and their wildlife. To date they have assisted in the purchase of over 500,000 acres of critical land. Key Patrons are Sir David Attenborough and David Gower OBE

Curtis has already offset their Carbon Emissions for 2012 by financing the purchase of 11 acres of natural forest which will be protected from deforestation. Mallett adds "Now our customers can help us reach our target by



choosing carton material from a range of “Carbon Balanced Papers” each material has had its footprint measured and calculated. At the point of order the customer can be provided with the CO2 emissions and the amount of land that will be preserved through the WLT. The final produced carton will then carry the unique “Carbon Balanced Carton” logo and a certificate of achievement and location of the land can be provided by the World Land Trust and presented to our customers.”

Curtis are confident that they will reach their target and their progress will be recorded on their website [www.curtispackaging.co.uk](http://www.curtispackaging.co.uk)

**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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