

THE ECO-FRIENDLY CARD CO.

The Eco-friendly Card Co. marks the 20th anniversary of its own FSC® chain-of-custody certification this autumn, with celebrations set to kick off at the NEC Autumn Fair.

The Eco-friendly Card Co. became the first direct-to-independent-retail greetings card publisher in the UK to become FSC-certified in 2006. Then known as Glebe Cottage, the publisher was searching for ways to reduce its environmental footprint and had already switched to the exclusive use of 100% recycled envelopes in the mid-1990s. Unhappy with the vague claims about “sustainable forestry” on the back of cards, The Eco-friendly Card Co. wanted to find meaningful and verifiable ways to communicate the environmental credentials of its cards to both retailers and consumers.

“Obtaining our own FSC Chain of Custody certification back in 2006 was incredibly exciting and opened up many opportunities for us,” said co-founder Susanna Morrish. “At the time, it was difficult to find recycled-content board. By becoming FSC-certified, we could commission our own FSC-certified board for greeting cards – for example, our “Coffee” board back in 2015 used 50% coffee-cup manufacturing waste and 50% FSC Mix fibre (another first). Now, all the board we use for cards is FSC Recycled.”

Paper used in FSC-certified products fulfils verifiable environmental standards, which include conserving the biodiversity of fragile ecosystems and promoting the restoration and conservation of natural forests. The FSC Recycled label indicates that paper has been made from 100% recycled pulp.

Rosie Teasdale, executive director of FSC UK, said: “Greeting cards are one of the products on which consumers most commonly recall seeing the FSC label, providing a really visible way of getting the FSC logo, and hopefully also the sustainable forestry message behind it, in front of mainstream consumers. The Eco-friendly Card Co. is a leading light in its industry, as one of the first card publishers in the UK to obtain FSC certification, and we would like to congratulate it on an impressive two decades of commitment to FSC, helping to support responsible management of the world's forests.”

The Eco-friendly Card Co. will be marking its anniversary at the Autumn Fair, where the publisher will be exhibiting in Hall 8 on stand F37. The publisher has a long-standing licensing relationship with The Wildlife Trusts and will be launching a new collection of 30 greeting-card designs on a textured FSC Recycled board at the show. The range showcases the very best of British wildlife, with every product featuring interesting text about the species depicted.

The Eco-friendly Card Co. has teamed up with FSC-certified bird and insect manufacturer, The Nestbox Company, to give away 20 FSC-certified bug hotels to the first five customers to place orders on each of the four days. There will also be resources about FSC at the show for people who are interested in finding out more about how they can support responsible forestry.

EDITOR'S NOTES

- The Eco-friendly Card Co. publishes art and photographic greetings cards, calendars and stationery using distinctive artwork from contemporary artists. It supplies independent retailers across the UK. www.ecofriendly.cards
- The publisher's environmental commitments include the exclusive use of alcohol-free print technology, 100% recycled board and envelope paper, green energy, and manufacture exclusively in the UK.
- In 2006, The Eco-friendly Card Co. became the first direct-to-retail greetings card publisher in the UK to obtain an FSC chain of custody. FSC licence code: FSC-C007915. FSC certificate number: INT-COC-005535-066.
- Since 2019, the publisher has carbon-balanced all the paper and board it has purchased through the World Land Trust. The WLT's overseas project partners have been instrumental in the purchase and protection of more than 2,222,247 acres of tropical forest and other threatened habitats, and together ensure that more than four million acres of land is managed under active protection worldwide.
- Since 2011, The Eco-friendly Card Co. has offset its carbon emissions associated with its business operations through the charity The CarbonZero™ Company, which aims to tackle climate change and promote sustainable development in marginalised communities across the developing world.
- The Nestbox Company is a family-run UK business established in 1996 that designs, manufactures, and supplies specialist wildlife accommodation, including bird, bat, and hedgehog boxes. Operating from rural workshops and supplying ecologists, conservation charities, and the public, it focuses on durable, sustainably sourced, and eco-friendly wildlife products. www.nestbox.co.uk
- The Wildlife Trusts are a grassroots movement of people from a wide range of backgrounds who believe that we need nature and nature needs us. Across the 46 individual Wildlife Trusts that make up the Royal Society of Wildlife Trusts, there are more than 911,000 members and over 35,000 volunteers. It has a vision of a thriving natural world, with our wildlife and natural habitats playing a valued role in addressing the climate and ecological emergencies. Everyone can be inspired to get involved in nature's recovery by bringing wildlife back, empowering people to take meaningful action for nature, and creating an inclusive society where nature matters.
<https://www.wildlifetrusts.org/about-us>
- The Eco-friendly Card Co. has published licensed Wildlife Trusts cards, calendars, notecards and Christmas cards since 2011. These have been used by individual Trusts to help with fundraising and are also stocked by independent retailers across the UK.

Supporting images: Sample images from across the years and product shots are available by contacting sue@ecofriendly.cards or calling 01626 369269. Glebe Cottage Ltd t/a The Eco-friendly Card Co.