



FSC SUPPLIER
SA-COC-1654 BN

Look for FSC labelled products
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Glebe Cottage Ltd

Celebrating the beauty of nature and the joy of life

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Glebe Cottage Ltd obtains FSC certification

Glebe Cottage has become the first direct-to-independent-retail greetings card publisher in the UK to become FSC certified. As well as continually striving to minimise its environmental footprint, Glebe Cottage has been actively looking for meaningful ways to communicate the environmental credentials of their products to both retailers and consumers.

“We want to enable consumers to make positive choices in favour of the environment, based on credible environmental claims” says Director Susanna Morrish. “Obtaining FSC certification is a big step forward in this respect”.

Glebe Cottage believes that many of the environmental claims printed on greetings cards cannot be verified. According to DEFRA, the word “sustainable” is “practically meaningless” in relation to good forest management. In contrast, paper used in FSC certified products fulfil verifiable environmental standards, which include conserving the biological diversity of fragile ecosystems & promoting the restoration and conservation of natural forests. FSC is the only forest certification scheme supported by groups such as Greenpeace, Friends of the Earth and WWF.

“We are delighted that Glebe Cottage now have FSC certification,” says B. Woodrow (Forest Stewardship Council). “There are so many cards around with vague claims about ‘sustainable forests,’ or, ‘every time we cut a tree down we plant two more,’ which are completely meaningless. By choosing products that are FSC certified, you can be confident you are supporting responsible forestry.”

Now that Glebe Cottage is a part of the FSC chain of custody, the company can print the FSC logo on all future products that conform to FSC standards. “The paper we use can now be traced back to well-managed forests” says Susanna Morrish, “therefore consumers can buy our products with confidence... which is really important to us”

Glebe Cottage is publishing over 100 new designs for the beginning of 2007, all of which will be clearly labelled as FSC certified.

press release



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Editors Notes

- In May 2006 Glebe Cottage was the first UK greeting card publisher to start using compostable packaging for it's cards. The company uses recycled envelopes for all of its products and only works with environmentally responsible printing companies.
- The Forest Stewardship Council (FSC) manages the only internationally recognised forest certification standard that ensures buyers that timber comes from environmentally and socially responsible forest management.
- Official Government guidance issued by Defra in 2003, in conjunction with the Greeting Card Association, stressed the importance of clear and straightforward environmental information, and avoiding meaningless wording which cannot be substantiated. Expressions like "sustainable" or "paper sourced from sustainably managed forests" can be used to describe any sort of plantation, and provide no guarantee that wood from ancient forests has not ended up in the paper pulp.
- "Paper Dove", who produces Christmas cards exclusively for charities, became FSC certified in 2005. Paper Dove does not supply the independent retail sector directly.
- A publisher specialising in own-brand publishing for multiples obtained FSC certification specifically for cards they produced for Sainsbury's.
- Sources:
Information about FSC and the paper industry was taken from the following sources: [1] www.twig.uk.com. [2] www.fsc-uk.org. [3] "A Greenpeace guide to sourcing Ancient Forest Friendly Paper for the UK. Book Publishing Industry" Greenpeace 2003. [4] "Guidance on environmental claims on Greetings Cards" DEFRA 2003.
- Supporting images:
[1] FSC logo- the logo which consumers and retailers need to look out for on paper and timber products.
[2] Sample image of greetings cards published by Glebe Cottage. More images available on request.
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