



FSC SUPPLIER  
SA-COC-1654 BN

Look for FSC labelled products  
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# Glebe Cottage Ltd

... a positive choice for the environment

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7th August 2007

Blaze a Trail:  
[1] mark out a path or route.  
[2] be the first to do something; pioneer.

press release

## Glebe Cottage continues to blaze a trail for the environment

Glebe Cottage has launched an innovative new form of eco-labelling to highlight the unique environmental credentials of their greetings cards.

'We want to enable consumers to make positive choices in favour of the environment based on credible environmental claims,' says Susanna Morrish (director). 'We believe that card buyers have an exciting role to play in encouraging a greener card industry. However, consumers can't make green choices unless publishers offer them genuine eco-friendly products that are labelled with meaningful environmental information... and that is exactly what we are doing!'

Glebe Cottage is the leading publisher of environmentally responsible greeting cards. Their ambition is to share the inspiration they find in nature whilst making the world a little bit greener, card by card! In order to ensure that their message is clear, credible and verifiable, they have consulted DEFRA, Greenpeace, Twig, the Forest Stewardship Council, leading carbon-offset companies and several of the best green printers in the country.

'We hope that the high quality of our products and their competitive price points help to dispel the myths that environmentally responsible publishing needs to equate to dull colour and poor quality or that it has to look recycled or be more expensive' says Susanna. 'We are delighted with the positive responses we are already receiving from retailers and consumers. I think everybody is enjoying a good-news story about the environment for a change!'

The eco-slip takes the form of a paper insert and is complemented by attractive new point-of-sale material that helps retailers promote Glebe Cottage's trail blazing green message. Both will be on show at the Autumn Fair - Hall 4 Stand F55, and at Top Drawer Autumn - Stand B114.



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## Editors Notes

- The new eco-label is a paper insert that is printed in the UK on paper made from 100% post consumer waste. The ink is vegetable based, the print technology is low-alcohol, and the print process was powered by green energy.
- Glebe Cottage's unique eco-commitments include:
  - ✓ Compostable bags
  - ✓ FSC & recycled content boards
  - ✓ Low-or-no-alcohol print technology
  - ✓ 100% recycled envelopes
  - ✓ Vegetable-based inks
  - ✓ Green energy
  - ✓ UK Printers
- In May 2006 Glebe Cottage was the first UK greeting card publisher to start using compostable packaging for its cards. The company uses recycled envelopes for all of its products and only works with environmentally responsible printing companies.
- In November 2006 Glebe Cottage Ltd became the first direct-to-retail greetings card publisher in the UK to obtain an FSC chain of custody. 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.
- Glebe Cottage Ltd publishes five collections of greetings cards including fine art, photographic, floral and children's ranges using distinctive artwork from contemporary artists throughout the UK.
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- Supporting images:  
Sample image of greetings cards published by Glebe Cottage. More images available on request.

press release