



FSC SUPPLIER
SA-COC-1654 BN

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Glebe Cottage Ltd

... a positive choice for the environment

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14th December 2007

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

press release

Glebe Cottage achieves a CarbonNeutral® first

Glebe Cottage is continuing its trail-blazing mission to encourage a more environmentally responsible greeting card industry – by going CarbonNeutral® . The family-run business was the first publisher to use compostable packaging for all its cards, the first direct-to-retail publisher to become certified by the FSC, and is now also the first UK greeting card publisher to become CarbonNeutral® .

Director Susanna Morrish says: "Climate change is one of the defining issues of the 21st Century, and consumers are increasingly aware of the impacts their purchasing decisions have on the environment. Like all businesses, our actions contribute to the threat of global warming, but we don't want to spread doom and gloom, instead we want to find practical ways to minimise our environmental footprint, and thereby be able to offer consumers positive choices in favour of the environment."

Becoming CarbonNeutral® is currently a voluntary action and is a serious undertaking for any business. The first step is a full assessment of Glebe Cottage's environmental impact, or 'carbon footprint,' which takes into account issues such as the company's energy usage, transport methods and the environmental integrity of their supply chain. Following this, Glebe Cottage aims to reduce future greenhouse gas emissions by taking simple energy-saving measures, and will then compensate for any unavoidable emissions by participating in the CarbonNeutral Company's 'carbon offsets' scheme.

"We have chosen to offset our carbon footprint" continues Susanna, " by supporting green energy projects in developing countries. It's like balancing the books and putting something back for what we have taken out. Offsetting in itself doesn't provide a total solution for the problems posed by global warming, but does offer a good way for companies to find out exactly what their environmental impact is, and then to take responsibility for it."

The CarbonNeutral Company has been working for over 10 years to help businesses reduce their greenhouse gas emissions through internal and external (offset) projects. Their brand mark is the most widely recognised brand for voluntary action on climate change.

Glebe Cottage's 2008 brochure is now available and contains 150 new designs as well as more detailed information about their trail-blazing eco-commitments.

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CarbonNeutral® company



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Editors Notes

- 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
- ✓ CarbonNeutral® Company

- 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.

- Glebe Cottage Ltd publishes greetings cards covering fine art, photographic, floral, children's and Christmas, using distinctive artwork from contemporary artists throughout the UK.

- The CarbonNeutral Company is the world's leading carbon offset and climate consulting business, working with over 200 businesses and 50,000+ consumer clients. CarbonNeutral® is the registered trademark of The CarbonNeutral Company (TCNC) and is the leading brand mark and quality standard for action on climate change. Permission to display the CarbonNeutral mark is only given to clients of TCNC when global warming emissions have been measured, reductions recommended, and the remaining emissions 'offset' in accordance with the CarbonNeutral Protocol. This Protocol assures quality of offset projects, and carbon footprint assessments and is regularly reviewed by an Independent Advisory Group. The 'audit trail' includes an annual independent verification of CarbonNeutral programmes – from contract with carbon offset partner through to contract with client and everything in between. For more information please go to www.carbonneutral.com.

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- Supporting images:
Sample images of cards published by Glebe Cottage are available on request.

press release