**Stag Print**

**Logo, company name

Description automatically generatedGoing green: how Stag Print is helping itself and its customers**

Here at Stag Print we are always keen to work with companies who care about their impact on the planet. Which is why we have our own established environmental policy and only use 100% paper and board from responsible sources that are [FSC](https://www.fsc.org/en) (Forest Stewardship Council) and [PEFC](https://www.pefc.org/) (Programme for the Endorsement of Forest Certification) accredited. Like many Surrey businesses, going green is a key mantra. We believe we all have a duty to help protect the environment for future generations.

**What we’re doing**

During the pandemic, embracing technology and working from home was significant in reducing our CO2 emissions. It also revolutionised how we worked and problem-solved. With our two teams physically separated, the management team working remotely and our production colleagues on the factory floor, it enabled everyone to become more self-sufficient and in turn empowered.

Our litho printing press has been fitted with the latest LED UV drying system; the most energy-efficient way of drying litho print, and has reduced paper wastage required for setting up the press by 60%. And our latest digital printing press, for short-run print, has an inbuilt quality assurance unit that has more than halved the number of sheets required for setting it up.

We also favour kinder to the environment chemicals, reuse and recycle litho plates, offer gloss varnish as a substitute for gloss lamination which is harder to recycle, have upgraded all our lights to LED to save on energy, and work with courier companies with a strong commitment to reducing their carbon footprint.

**What our customers are doing**

Printing and packaging can offer innovative opportunities to reduce a company’s environmental impact and waste. In terms of how we help our customers, there are many examples. Here are just a few.

We have worked with Mandira’s Kitchen in Guildford for several years. The business produces home-cooked authentic Indian food which is immediately frozen to preserve its freshness and taste. Mandira’s Kitchen is very environmentally aware. It has minimised its use of plastics in all packaging and bought food trays made of paper (with a thin greaseproof layer) making them fully recyclable with normal paper recycling – very appealing for its customer base. Being slightly weaker than plastic trays, we were tasked with creating a more robust paper sleeve to provide the full packaging durability and shelf life: which we did. Our sleeves are paper and ink only and are fully recyclable too.

We also encouraged another local company buying all its packaging from abroad to shift the production back to the UK. From a carbon miles perspective, this has made a huge difference as their paper and packaging travels fewer miles across just one country. There is also much less wastage as being local to them we can be more responsive to urgent requirements. And we are working with them to move towards a ‘just-in-time’ model, which means we produce their goods to tie in with when they actually need them. This reduces their need for holding large stocks and their warehousing requirements and saves on high levels of obsolescence when they update their packaging.

Another of our Surrey-based customers, a local vineyard, was happy to adopt a generic production of plain packaging as it was more efficiently produced in larger volumes. To ensure it still had the personalised touch, we then produced a small bespoke branded sleeve to sit over the plain packaging.

**What we can all do**

Looking at your supply chain, printing and packaging requirements may have hidden opportunities to reduce your carbon footprint and improve sustainability. Independently we can all make slight adjustments that collectively are powerful and significant. So let’s all do our bit.

Sushil Patel is the managing director of Stag Print. A Guildford-based family-run business with a 40-year heritage. To learn more visit [www.stagprint.co.uk](http://www.stagprint.co.uk)