

## Case Study

### Five Fish Ltd

### Green design and print production

Five Fish Ltd. are a Graphic Design and Print Production Hub based in Hampton Hill. They realised that their printing activities were contributing to environmental damage. Solvent inks were used for all printing and all materials were non-recycled. Their disposal methods caused all ink cartridges and paper stock to be directly disposed of without considering recycling potential.

Five Fish Ltd. wanted to change these practices; to become more actively involved in an environmental programme that would allow them to minimise their impacts.

#### Waste and chemical minimisation

The first step was to implement recycling for paper stock and ink cartridges. What waste they produce is separated into seventeen distinct streams for easy recycling or reprocessing, including recycling of their printing plates. To close the recycling loop they produce many products on 100% recycled paper. Where possible the rest of their paper stock is made from wood pulp which is Elemental Chlorine Free (ECF) and all pulp is sourced from managed forests, where trees are farmed as crops.

Next they changed their inks to use only water based or vegetable inks pumped straight from large drums, rather than smaller cartridges in wasteful packaging.

They joined Printing.com, an ISO 14001 accredited printing facility, through which they could print all of their small format print runs. Printing.com use vegetable based inks, source all pulp from sustainable forests, package in unbleached board cartons and constantly work to minimise packaging, waste, and toxic chemicals in their processes.

Five Fish Ltd's large format printing uses water based inks and their roller banner material emits no toxic compound materials during the production process.

Five Fish Ltd. have signed onto the '10,000 Tree Appeal' (endorsed by David Bellamy), which commits them to plant a native, broadleaf tree for every eight orders placed. As of July 2008, Five Fish Ltd. have contributed to 31,000 trees being planted across the country.

#### Staff commitment

The biggest challenge they have faced so far was to quickly alter employee attitudes to recycling and power saving. It didn't take long, however, before everyone began to see the benefits of these actions. Altogether, Five Fish Ltd. have reduced waste by 20% and are saving money as a result.

*"As the newest recruit to Five Fish I was already committed to a personal environmental approach to my everyday life. I'm so pleased that I'm working somewhere that shares this philosophy." (Sarah-Anne Fielding, Graphic Designer)*

#### Future activities

Five Fish Ltd have already found their good environmental practices have given them a competitive advantage above other printing and design companies that aren't so resource efficient. As businesses see the benefit of going green more and more companies require their marketing materials to be produced on recycled materials with non-toxic inks through environmentally sustainable processes.

Their next aim is to contact the Carbon Trust for a business assessment on energy efficiency improvements to add to their environmentally friendly purchasing and waste minimisation activities. This will enable them to identify further financial and environmental efficiencies to increase their green profile with customers.