



we'd love to do your
work, **naturally...**

Talisman
group



...how we can help you turn over a new leaf

At Talisman, we are committed to working with as much environmental responsibility as possible.

A lot of our work involves printing for clients, so the choice of paper stock can play a big part in achieving this objective.

It's a little known fact that half of the timber harvested in the world is used to make paper.

Which is why we print as much as possible on paper made with timber that comes from controlled forest sources, or post-consumer waste. Paper which has been certified in accordance with the rules of the Forest Stewardship Council (FSC).

Q. What does FSC accreditation mean?

A. The FSC label identifies products which contain wood from well managed and sustainable forests. It also means that the timber producer has committed to the well being of forest communities and ecosystems as well as replanting trees.

The FSC label can also indicate paper which is recycled (made from post-consumer recycled material) and from mixed sources (recycled and managed forestry).



Q. How does the accreditation system work?

A. Talisman has gained FSC accreditation to support this initiative.

If you choose to use FSC certified paper supplied by Talisman then you are entitled to include the FSC label on the item you are printing (it's your choice, you don't have to).

Every printed item using the FSC label is recorded by us and our unique reference number is included within the logo. This means that anyone can trace the item back to us for verification that the paper is FSC certified.

Q. What are the business benefits of thinking and acting green?

A. There is no real economic downside to using paper sourced from sustainable forests. In the vast majority of cases it doesn't cost any more and when it does it's marginal. In some instances it can even be cheaper.

If you make the switch and use the FSC label, you will be recognised by your customers, suppliers and employees, for the position you are taking. And where you lead hopefully others will follow.

Q. How can we help you achieve this?

A. It's very simple, unless you tell us otherwise, we will cost any printed item you require on FSC paper. It is up to you however, whether you wish to carry the FSC label on your print.

If you have any doubts as to whether using the label would compromise the look of your printed item, we can help. We know exactly how the labels should be positioned and we can demonstrate very easily how this will visually impact upon your design.



If you would like to see samples of FSC paper, or for more information about helping us all support sound environmental practice, please get in touch.

Other ways we are environmentally friendly and quality conscious

For us at Talisman, it doesn't stop with the paper.

- 1.** We operate a combined management system certified against both ISO 9001 and 14001 standards. This helps drive both a focus on quality and on our environmental impact.
- 2.** As part of setting up this system, we looked at our printing processes, from the use of non-toxic vegetable-based inks, to the segmentation of all waste for recycling and appropriate disposal.
- 3.** We have invested in a new plate maker which processes plates without any chemicals or water consumption.

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