



WORLD
LAND
TRUST™

www.carbonbalancedprinter.com
Registration No. CBP2259



CARBON BALANCED PRINT

Direct-Ed Printing Services are thrilled to be one of just a handful of certified Carbon Balanced Printers in the UK. We are proud to support the fantastic work World Land Trust are doing to protect some of the world's most biologically significant and threatened habitats. We know our clients will share in this pride.

WHAT IS CARBON BALANCED PRINT?

Carbon Balanced Print is the highest statement of integrity for users and producers of printed products.

Alongside the use of Carbon Balanced Paper, it is produced by a Carbon Balanced Printer – a printer that has measured and balanced the impacts of its fossil fuel usage, vehicle impacts and electricity consumption.

These emissions are third-party verified and balanced (offset) with international conservation charity World Land Trust (WLT).

WLT offsets these emissions by protecting threatened habitats that would otherwise have been lost, avoiding the release of stored carbon. This also enables the regeneration of degraded habitats, which gradually re-absorb atmospheric CO₂.

ABOUT WORLD LAND TRUST

World Land Trust is an international conservation charity that protects the world's most biologically significant and threatened habitats acre by acre.

Since its foundation in 1989, WLT has funded partner organisations around the world to create reserves and give permanent protection to habitats and wildlife. To date, WLT has helped secure more than 881,000 acres of threatened habitat in 20 countries.

WLT's patrons include Sir David Attenborough OM CH FRS, Steve Backshall MBE, David Gower OBE & Chris Packham CBE.

The money that is given to the World Land Trust, in my estimation, has more effect on the wild world than almost anything I can think of.

Sir David Attenborough, WLT Patron

MAKING A REAL DIFFERENCE

One of the most biologically diverse countries on Earth, Vietnam harbours around 10% of the world's species. It is also one of the fastest growing economies in the world, which is putting immense pressure on its exceptional biodiversity.

With funding from the Carbon Balanced programme, WLT is working with local partner Viet Nature to conserve the forests of Khe Nuoc Trong (KNT), Vietnam.

The project aims to protect biodiversity by reducing illegal wildlife hunting and allowing natural regeneration of degraded areas within the 52,210 acre forest. These protection activities reduce pressures on the forest, allowing degraded areas to revert to high-quality forest, producing a climate benefit of 41,686 tCO₂ annually.

KNT is essential habitat for 40 globally threatened species, including Southern White-Cheeked Gibbon, Crested Argus and the Red Shanked Douc, one of the world's most endangered monkeys.

THE TIME IS NOW

Carbon Balanced Print is a simple choice that will help meet the growing demands of an environmentally-conscious society.

The wide-ranging environmental benefits of Carbon Balanced Print and Paper are what make this solution truly unique.

66% of global consumers say they're willing to pay more for sustainable brands.

Nielsen

By tackling climate change, reducing deforestation and protecting endangered species, businesses choosing Carbon Balanced Print can confidentially meet the needs of their customers, their own CSR commitments, and the planet.

DEMONSTRATING YOUR COMMITMENT

Choosing Carbon Balanced Print will reduce your carbon impact, protect endangered species and enhance your brand.

The World Land Trust Carbon Balanced Print logo can be proudly featured on your print to demonstrate and communicate your commitment to reduce your carbon impact.



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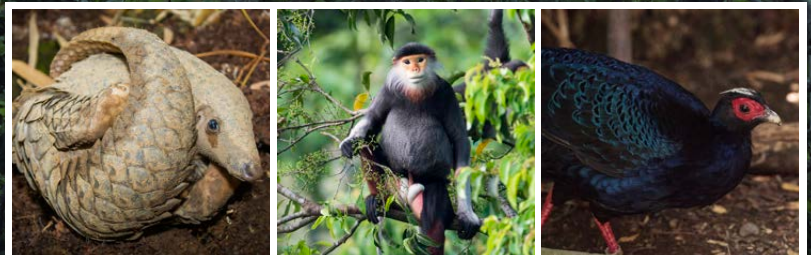
You will also receive a certificate to highlight the amount of CO₂ balanced and the area of land protected as a result of your positive action.



As a Carbon Balanced Printer, we can also provide periodical certificates showcasing the total CO₂ you have balanced over a period of time. These certificates make a powerful addition to your CSR reporting and customer communications.



Khe Nuoc Trong in Vietnam, one of the most biologically diverse countries on Earth



Protecting species in Vietnam: The Sunda Pangolin, Red-shanked Douc, and Vietnam Pheasant are all classified as Critically Endangered

HOW DO I GET INVOLVED?

You can start supporting World Land Trust today, simply by choosing Carbon Balanced Paper.

Any paper can be Carbon Balanced and the price is minimal, or even free on certain paper products.

Get in touch and ask us how to Carbon Balance the paper on your next print job.



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