



Fresh01 Environmental Policy

Fresh01 recognise that we have a clear obligation to ensure that we operate in a manner that minimises the impact of our business operations on the environment.

In particular we try to:

- Minimise our consumption and wastage of natural resources as far as reasonably and economically practicable
- Ensure that consideration is given to purchasing environmentally responsible alternatives to products and services for us and our clients
- Encourage the use of the latest communications technology as a preferred alternative to travel where possible
- Actively encourage our clients to adopt environmental marketing strategies where possible. For example sending out html marketing campaigns rather than printed marketing campaigns – see example at southamptonboatshow.com – reduce your carbon footprint campaign.

Supplier policy

We try to ensure, where possible, that our suppliers have similar policies.

Our preferred print suppliers

- Use vegetable based inks rather than oil based. This also means that by becoming chemical free they eliminate the need to transport chemicals.
- Make their plates using thermal technology developed in water, rather than using chemicals
- Provide a number of options for recycled paper, from 100% through to paper from sustainable sources.
- Create their lamination using water based products

