

# MCR Print in Go Green challenge

Environmentally-friendly printers, MCR Print, has decided to take its own 'Go Green' challenge and turned its Brighton office carbon neutral.

Measuring its carbon emissions in the period June 2010 to May 2011, the company found the office's output was 10 tonnes of equivalent carbon dioxide – which equates to a single person taking a return business class flight from London to Sydney.

Despite the low measurement, the company was keen to offset any impact and become carbon neutral.

MCR Print also supports the Kikonda reforestation project in Uganda, which encourages local people to protect and expand forests in the area.

"We have supported local community initiative for years. Undergoing the office carbon audit and offsetting our remaining carbon emissions through the Kikonda Forest Reserve is a wonderful opportunity to extend our commitment to sustainability," explains Max Robinson, founder and managing director of MCR Print.

He adds: "MCR Print has been challenging companies to take our 'Go Green' challenge for years. We are



MCR Print offset its carbon footprint through the Kikonda Forest reserve in Uganda

passionate about showing businesses they can have environmentally-friendly printing that will not compromise on quality."

The company, which achieved the demanding environmental ISO 14001 certification last year, also uses vegetable and soya-based inks, recycled papers, chemical-free materials and Forestry Stewardship Council (FSC) stock.

Following the success of the carbon audit, MCR Print is looking at extending its 'green print' offering, by giving clients the opportunity to offset emissions from their print work.