

# Retail Packaging

September/October 2011

## Eco printers take their own Go Green challenge

MCR Print, one of the UK's leading suppliers of environmentally friendly printing, has taken their own Go Green challenge, with their Brighton office going carbon neutral, paving the way for an exciting new market. As businesses become increasingly conscious of their carbon footprint, the resource-heavy printing industry has been forced to assess its methods. From the trees that source paper, to the dyes used in inks, the entire supply chain has come under question. Whilst most printers are only just waking up to this realisation, from the Company's inception in 2007, MCR



Print has always put the environment first. The latest step in MCR Print's environmental efforts has been to undertake a carbon audit of business operations at their Brighton offices. The footprint was calculated through Life Size Media, taking into consideration emissions from utilities, related travel, purchases and waste.

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

[www.mcrprint.co.uk](http://www.mcrprint.co.uk)