



GreenPrint

DON'T FORGET TO RECYCLE THIS AFTER YOU'VE READ IT

NEWSLETTER FROM THE CEDAR PRESS LIMITED

Welcome...

... to the first issue of 'GreenPrint', the newsletter from The Cedar Press Limited - aimed at businesses who want to reduce their carbon footprint and make positive buying decisions.

Lessons learned by consumers are now being adopted by businesses. The incoming Companies Act will highlight corporate responsibilities in researching their supply chain and ensuring that best practice is followed along the line. More forward-thinking organisations are implementing in-house eco policies and switching suppliers in advance of the act's enforcement.

Today's buying decisions - for both consumer and business - are not just about price and quality, but also social responsibility and environmental awareness. A visit to any supermarket shows how people are buying into organic, Fairtrade and environmentally-friendly products.

The Cedar Press has been based in Southborough for over two decades, and turned over a new green leaf a few years ago. This decision won them both local and national media coverage - notably they appeared on the BBC TV programme 'Working Lunch'.

Delivering the same quality product at the same competitive price as traditional chemical-based printers, Cedar's carbon footprint is a lot lighter. They print using vegetable-based inks on, wherever possible, recycled or sustainable paper.

In-house they carry out a stringent recycling policy, which has led to real financial savings and donations to charity. Cedar's social conscience extends to discounted rates for charities and voluntary organisations and support for schools and local community groups.

To find out more see The Cedar Press website: www.cedarpress.com or call Stuart Smith on 0800 298 5406.

We'd love to hear your comments and suggestion on our newsletter. Email us at editor@cedarpress.com. Happy reading!

The Editor



Cedar's Stuart Smith with pilot Richard Cooke (left) and Doctor Colin Mitchell (right)

Stamps worth more than face value for Kent Air Ambulance

As part of its recycling initiative The Cedar Press has become a local community drop-off point for used stamps.

Various community groups including St Matthews Primary School and Southborough and Pembury Rotary club, as well as members of the general public, snip stamps from received mail and drop them into the press.

When enough have been collected the

stamps are donated to The Kent Air Ambulance service, where they go off to be auctioned. Directors Stuart Smith and Chris Marwood were recently invited to meet the Kent Air Ambulance team.

The Cedar Press has been running this popular scheme for 18 months now. Stuart says, "It's just another nice way in which we can support local charities and reduce our landfill at the same time."

CDs hit the road for a good cause



Working in design and print, The Cedar Press found that they accumulated a lot of used CDs and DVDs. Happily these are now recycled into something useful - road surfaces - and the proceeds are donated to Friends Of The Earth.

Of Cedar's many recycling initiatives, the CDs are a favourite. There's something very satisfying about stopping a waste product from going into landfill and instead becoming a new material.

CDs, DVDs and jewel cases can all be used in this process and The Cedar Press is happy to act as a collection point.

A fresh green new image

The Cedar Press Limited has had the same cedar tree logo since the company was founded, back in 1984. The business has, however, grown and changed considerably over the past 20 plus years.

Owners Stuart Smith and Chris Marwood decided that the time was right to give the company a fresh image. They chose The Kent Show as the perfect



venue to showcase their new logo.

Now, very much embracing the 21st century business world, The Cedar Press has rebranded to be more in keeping with its green ethos and the services it can now offer its varied client base.

While 'green' print is still the core business, Cedar has added further services including design, photography and web design. Keeping up to speed on the latest developments in the fast-moving media world, the young team at The Cedar Press can advise clients on more creative design and print options. In this way they create imaginative marketing materials to help clients stand out from the crowd.



Focus on the visuals

As the saying goes 'a picture is worth a thousand words'. Yet many companies are let down by their imagery - settling for stock images rather than commissioning 'the perfect picture'.

Overblown or out of focus photography says a lot about a company - none of it good. As a consequence it can have a negative effect on the business and the public perception of the quality of service or product offered.

The Cedar Press has its own resident photographer in Chris Marwood, available for location shoots and studio work at very competitive rates.

Cedar's cove studio has a floating ceiling and a mezzanine area, providing greater scope and interesting angles. There is a make-up and changing room area and kitchen facilities, plus convenient parking.

A selection of Chris's portfolio can be viewed online at www.ishoot.it

He specialises in model shoots, with a real passion for capturing action and energy. A contact book of models, make-up artists, stylists and art directors enables him to recommend the best talent for the client's requirements.

His portfolio includes cars, furniture and advertising and product shots.

For further information or to discuss your photographic requirements direct, call Chris on: 01892 5112238 or email images@ishoot.it



Eco team dynamics

The world is turning green - finally. Even Rupert Murdoch, publisher of *The Times* and *The Sun*, recently made a commitment to greener working practices, thrusting the environmental business cause well into the spotlight.

Cedar Press has been of the green persuasion for some time, but now has a new in-house green associate. Torpedo Juice Ltd, a small ethical public relations and marketing company moved into The Cedar Press offices in Southborough in May. Combined, the companies can now offer a complete package of eco-friendly marketing, design and print facilities.

Torpedo Juice specialises in promoting ethical businesses but also helps ethically-neutral companies reduce their carbon footprint and show their clients that they care about more than profit margins.

"We live in a consumer society but both business and individuals can make positive buying choices," says Gaynor Edwards, Director of Torpedo Juice Ltd. www.torpedojuce.co.uk

"Individuals have learned that the quality of ethical products and services are just as good, if not better than, traditionally available, mass-produced products," she continues. "Where there's a demand for eco-friendly quality products, supply will increase and



Gaynor Edwards of Torpedo Juice Ltd with Chris Marwood and Stuart Smith, Directors of The Cedar Press Ltd

prices will go down. It's simple compassionate economics - we've come a long way from tree hugging."

"We've worked with Torpedo Juice in the past on numerous projects and believe together we'll have greater creative scope and will attract some varied clients," says Stuart Smith, co-owner of The Cedar Press Ltd.

If you know of a school or youth project in the West Kent area who would benefit from free drawing pads, please ask them to get in touch with Stuart at The Cedar Press Limited