

Frontline and environmental issues

January 2018

We are very conscious of environmental issues and the impact using paper and plastics can have on our planet. We have ensured that the production and mailing of Frontline to your doorstep is carried out in the best possible way to ensure a quality magazine reaches you in a timely and safe way whilst having as little impact on the environment as possible.

The polywrap envelope

We use a recyclable wrapping that is of the minimum possible thickness and weight to keep your magazine dry and safe in its postal journey.

This is produced by Polyprint, a company that has a reputable ecological strategy.

They will happily take back the wrapping if you cannot dispose of it locally. It should be sent back to them – *not to the CSP* – at the following address:

Polyprint, Earl Road, Rackheath Ind. Est. Rackheath, Norwich NR13 6NT

You can read their environmental statement here:

The polythene used for mailing is fully recyclable and we fully encourage recipients to return wrappers to us, preferably along with other household polythene waste.

We believe that the use of polythene is the best and most viable option for packing heavy postal items and many types of food. As long as we are cracking and distilling crude oil into petrol, diesel and other fuels, we are effectively producing the raw materials for the manufacture of polythene. Either we use these products or we have to dispose of them. Polythene usage within the world saves cutting down literally millions if not billions of trees and unlike paper, polythene can be recycled continuously.

Accordingly, we have put our beliefs into practical action to the point where we suspect we are the only company within the industry to offer to take waste material in from the general public.

All of the polythene we supply is recyclable apart from the degradable materials, which are considered as pollutants by the recycling plants, thus the only viable option for their disposal is via landfill or incineration, although we do not have any of the refuse burning power stations that are in use on mainland Europe. We strongly believe that recycling is a much more environmentally sound option than simply consigning a perfectly good material to landfill.

We are constantly looking for ways of reducing the carbon footprint of our customers. Our observation is that the vast majority of mailings in the UK use material that is thicker and heavier than is necessary. Accordingly, we have successfully pioneered the introduction of 15 micron film for the mailing industry. Several of the largest publishers in the UK are now

using this material to send out their trade and technical magazines, they have both reduced their carbon footprint and saved a considerable amount of money.

We will gladly recycle both printed and unprinted polythene wrappers and bags from whatever source, provided all paper labels, sellotape, sticky residue, food remnants and foreign objects have been removed.

The only exception to this is polythene marked as 'biodegradable' or 'compostable'. Unfortunately, the material acts as a pollutant to the recycling process. If any of this material is known to be present in a batch destined for recycling, then the whole batch is likely to be rejected and sent to a landfill site.

Our facilities purely cover the handling of polythene rather than cellophane, PVC, nylon, PET etc. These materials can normally be differentiated from polythene because they are usually glass clear in appearance and sound "crinkly" when touched. Polythene will also stretch fairly easily whereas the other products do not. The recycling codes that apply to our process are numbers 2 and 4.

It takes approximately 200,000 polythene mailing wrappers to make one tonne of recyclable waste, all of which have to be hand-sorted by our staff. After being recycled, the polythene can be used in various ways, often being turned into black plastic bin liners and fertiliser sacks. Due to the low commercial value of waste polythene we operate this service at a loss and are therefore unable to assist with carriage costs. We continue with the project as a service to the community and to help protect the environment.

Experience has shown that the best way of forwarding material to us is by 2nd class or parcel post, in which case, please ensure the correct postage is rate is used as the Post Office have advised us that they are removing several packages a day from our local delivery office and sending them to landfill due to insufficient postal rates.

The best way to ensure that your package is delivered safely is to either use a box or pack the wrappers flat / rolled.

Please include your contact details and clearly mark the outside of the package: For Recycling, to: Polyprint, Earl Road, Rackheath Ind. Est. Rackheath, Norwich NR13 6NT

The print magazine

Frontline is printed using Forest Stewardship Council (FSC) accredited paper stock supplied by Warners, one of the UK's leading printers for trade magazines. This not only ensures a level of service, reliability, expertise and quality, but also means they have the resources to comply with the strictest of ecological polices and invest in the best possible machinery and equipment to produce a printed publication and effectively deal with waste products and offset any environmental impact to the best of their ability.

You can read about the FSC here: www.fsc-uk.org/

It should be possible to recycle your copy of Frontline with your household recycling (depending on your local council's arrangements), providing it is first separated from the Polywrap.

You can read Warner's environmental statement here:

Working in conjunction with our suppliers and customers, we are committed to continually improving our environmental performance by controlling and managing our operational activities and products ensuring that risks to employees, the general public and the environment as a whole are identified and actions taken to minimise or eliminate their effects.

The objectives of our policy are:-

- to comply with legal obligations and relevant codes of practice pertaining to the business.
- to promote environmental awareness throughout the organisation.
- to maintain a safe and healthy working environment for employees with adequate facilities appropriate to the business activities of the Company.
- to minimise the social impacts of company activity and seek to avoid damage to the environment through regular reviews of the business from environmental and management system audits.
- to undertake environmental impact studies as part of any major development to the site or the introduction of capital equipment.
- through the setting and completion of environmental targets and objectives Warner's will promote continual environmental improvement in line with our ISO 14001:2004 Certification and as part of this will seek to:-
 - prevent pollution
 - reduce raw material use
 - reduce energy use
 - reduce waste
 - control and reduce air emissions
 - recover, recycle and reuse.