

Use paper to maximum effect

Paper is a fact of life for corporate communications at all levels and still the most popular way of getting the message across to customers and clients alike.

However, it's important to make sure it's used as efficiently as possible in order to minimise environmental impact.

Here are few suggestions on making your paper resources, and your budget, stretch further:

- If you're commissioning print, think about the format of the job and the layout of artwork to minimise waste. Could a lower weight of paper work just as well for the finished job?
- Review your distribution lists and target your direct mail more efficiently to ensure you only produce what you need.
- Make design and production choices that maximise the life of the paper. If the job needs to last, consider a film laminate to eliminate unnecessary re-prints. If not, then keep other materials to a minimum to make recycling easier.
- Promote recycling as the favoured disposal option on all your printed material.