

# CARBON BALANCED PRINT

**OFFSET CARBON.  
PROTECT SPECIES.  
ENHANCE YOUR BRAND.**



WORLD  
LAND  
TRUST™



**deltor**  
Eco-friendly printing



# AT DELTOR, WE'RE GREEN



**We are thrilled to become one of just a handful of certified Carbon Balanced Printers in the UK. We are proud to support the fantastic work World Land Trust are doing to protect threatened habitats and wildlife, and we know our clients will share this pride and want to get involved.**

At Deltor we take our environmental responsibilities very seriously, not only do we take great care of your print, we also take steps to reduce our carbon footprint wherever we can. As well as holding ISO14001 certification, we have also invested in 480 solar panels positioned on our factory roof which produces 120kw of power and means that your printed products are produced, in part, using sustainable energy.

By offsetting our remaining emissions with World Land Trust, we have balanced the equivalent of 140 tonnes of CO<sub>2</sub>. This will help WLT protect over 24 acres of threatened forest and habitat.

**Learn more at [www.deltoruk.com/green](http://www.deltoruk.com/green)**





# WHAT IS CARBON BALANCED PRINT?

**Carbon Balanced Print is the highest statement of integrity for users and producers of printed products.**

**Carbon Balanced Paper**  
+  
**Carbon Balanced Printer** = **Carbon Balanced Print**

Alongside the use of Carbon Balanced Paper, it is produced by a Carbon Balanced Printer – a printer that has measured and balanced the annual impacts of its fossil fuel usage, transportation and electricity consumption.

These impacts are third-party verified, and then balanced with international conservation charity World Land Trust (WLT).

WLT offsets these emissions by protecting threatened habitats that would otherwise have been lost, avoiding the release of stored carbon. This also enables the regeneration of degraded habitats, which gradually re-absorb atmospheric CO<sub>2</sub>.

Learn more about WLT and the projects supported by Carbon Balanced Print and Paper on the next pages.

# WHO ARE WORLD LAND TRUST?

**World Land Trust (Charity No. 1001291) is an international conservation charity that protects the world's most biologically significant and threatened habitats acre by acre.**

Since its foundation in 1989, World Land Trust has funded partner organisations around the world to create reserves and give permanent protection to habitats and wildlife.

To date, World Land Trust has helped secure more than 881,000 acres of threatened habitat in 20 countries.

The work of World Land Trust is actively supported by their passionate and dedicated patrons.

“

The money that is given to World Land Trust, in my estimation, has more effect on the wild world than almost anything I can think of.

Sir David Attenborough, WLT Patron



World Land Trust's patrons include: Sir David Attenborough, Steve Backshall, David Gower, Chris Packham



Protecting species in Vietnam: The Sunda Pangolin, Red-shanked Douc, and Vietnam Pheasant are all classified as Critically Endangered



Map of Khe Nuoc Trong, Vietnam

## MAKING A REAL DIFFERENCE

**Carbon Balanced Print and Paper supports World Land Trust projects in Vietnam, one of the most biologically diverse countries on Earth.**

Vietnam is of international conservation importance, harbouring around 10% of the world's species. It is also one of the fastest growing economies in the world, which is putting immense pressure on its exceptional biodiversity.

World Land Trust is working with local partner Viet Nature to protect the forests of Khe Nuoc Trong (KNT), an area covering nearly 50,000 acres.

It is estimated that the protection of the forests at KNT will sequester 50,000 tonnes of CO<sub>2</sub> per year for the next 30 years.

Khe Nuoc Trong is home to dozens of threatened species listed on the IUCN Red List. Surveys have found that KNT is home to the Critically Endangered Sunda Pangolin, as well as three species of Endangered primates, the Red-shanked Douc, the Southern White-cheeked Gibbon and the Haitinh Langur. KNT also has one of the highest levels of amphibian and reptile diversity in Vietnam.



# WHY CHOOSE CARBON BALANCED PRINT?

**Carbon Balanced Print is a simple choice that will help meet the growing demands of an environmentally-conscious society.**

The wide-ranging environmental benefits of Carbon Balanced Print and Paper are what make this solution truly unique.

By tackling climate change, reducing deforestation and protecting endangered species, businesses choosing Carbon Balanced Print can confidentially meet the needs of their customers, their own CSR commitments, and the planet.



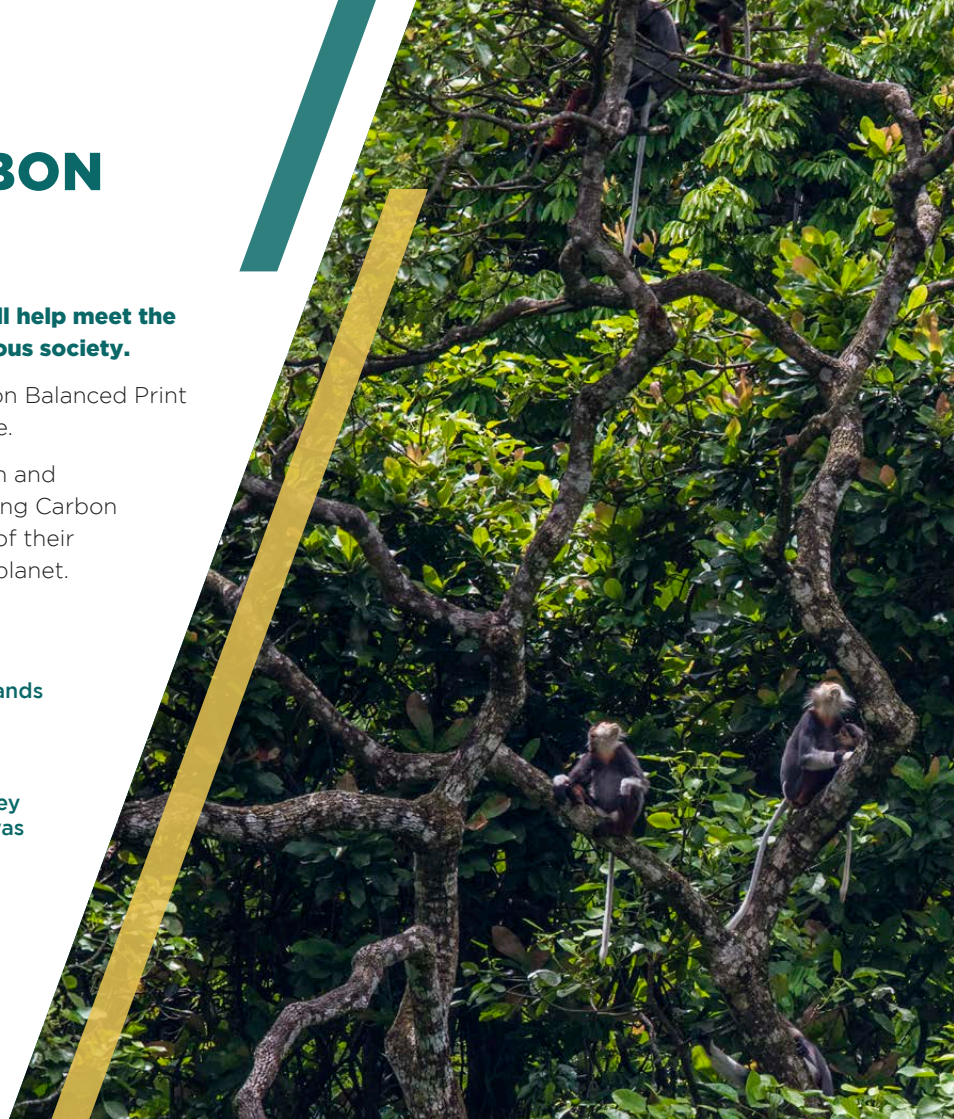
**66% of global consumers say they're willing to pay more for sustainable brands**

Source: Nielsen



**55% of young people in the UK say they would be more loyal to a brand that was reducing its carbon footprint**

Source: Carbon Trust



# DEMONSTRATING YOUR COMMITMENT

**Choosing Carbon Balanced Print will reduce your carbon impact, protect endangered species and enhance your brand.**

The World Land Trust Carbon Balanced Print logo can be proudly featured on your print to demonstrate and communicate your commitment to reduce your carbon impact.



**WORLD LAND TRUST™**

[www.carbonbalancedprint.com](http://www.carbonbalancedprint.com)  
CBP2228

You will also receive a certificate to highlight the amount of CO<sub>2</sub> balanced and the area of land protected as a result of your positive action.

As a Carbon Balanced Printer, we can also provide periodical certificates showcasing the total CO<sub>2</sub> you have balanced over a period of time. These certificates make a powerful addition to your CSR reporting and customer communications.

**Start reducing your impacts today, get in touch and ask about Carbon Balanced Print.**

## CERTIFICATE

THIS IS TO CERTIFY THAT

by using Carbon Balanced Paper for "Winter Mailing"

**Brand ABC**

have balanced through World Land Trust the equivalent of

**1,848kg of CO<sub>2</sub>**

This will enable World Land Trust to protect

**1,294m<sup>2</sup> of critically threatened tropical forest**

Issued on 01/11/2020 — Certificate number CBP123456

**Presented by Deltor Communications**

World Land Trust offsets emissions through the protection and preservation of tropical forest under imminent threat of deforestation and degradation. For more information about the ecological benefits of the Carbon Balanced programme, please visit [www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com)



[www.carbonbalancedprinter.com](http://www.carbonbalancedprinter.com)

**DR JONATHAN BARNARD, CHIEF EXECUTIVE, WLT**

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[www.worldlandtrust.org](http://www.worldlandtrust.org)



**190,000  
TONNES**

of CO<sub>2</sub> have been Carbon Balanced, the equivalent of taking over 89,000 cars off the road for a year.

**3,000  
BUSINESSES**

have taken positive action by using Carbon Balanced Paper and Print.

**19,000  
ACRES**

of threatened forest have been protected, which is equivalent to 11,000 football pitches.



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