

EU Ecolabel Product Group: Printed Paper



'We worked very hard to achieve our EU Ecolabel licence - no one should underestimate the time and expense that it takes. We're now looking to maximise our investment both in the UK and in Europe.'

Why did York Mailing Ltd apply for the EU Ecolabel?

York Mailing is the UK's market leader in the print and delivery of short lead time, high volume, press finished retail flyers, media inserts and leaflets.

It aims for continuous improvement to enhance its competitiveness by looking at such environmental issues as energy management, raw materials, press chemistry and paper size optimisation.

It started considering how the EU Ecolabel might benefit its business as soon as the new Printed Paper product group was officially launched in 2012.

Norman continues: *'We believe that we are at the forefront of our industry and it was really important to us to be the 1st UK licence holder of the EU Ecolabel in the Printed Paper product group. It sends a strong message out to our retail customers, showing how committed we are to responding to their individual requirements and to developing a working partnership to mutually optimise product design and cost.'*

It was encouraged to apply for the EU Ecolabel due to the potential export business, particularly in Scandinavia, as well as the potential with some high profile UK retailers; both targets forming part of its strategy going forward.

The Application Process

York Mailing first contacted UK Ecolabel Delivery in October 2012 about the Printed Paper criteria, but it was not ready to submit its application until August 2013.

Norman explains further: *'Our experiences applying for other environmental accreditations provided us with a strong starting point – we are ISO9001 and ISO14001 accredited for example. But this was still a demanding task.'*

'We started collating all the various documentation six months before submitting our application. We were already accredited in various other ways so we were already part of the way there. But it still took one guy dedicated to this full time; you need to have a very focused individual in that area.'

York Mailing's time and effort clearly paid off, with UK Ecolabel Delivery assessor, Paul Vaughan, commenting: *'York Mailing's application was very strong and so it was relatively easy for us to assess.'*

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Ecolabel Products

York Mailing achieved the EU Ecolabel for several marketing product ranges, including flyers, leaflets and catalogues at the end of 2013 against the current Printed Paper criteria. In doing so, it became the first UK printer to be awarded an EU Ecolabel licence for printed paper products.

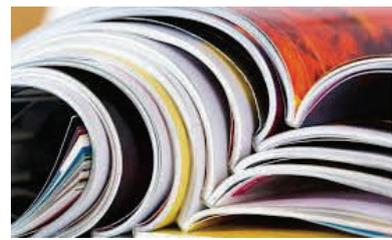
Its EU Ecolabel licence number is UK/028/001.



Flyers



Leaflets



Catalogues

Results

York Mailing decided to apply for an EU Ecolabel license in response to customer demand.

'When we first looked into this it was the Scandinavian and European customers who were asking for it. But since then an awful lot of UK customers have requested it as well,' explains Norman.

'We're hoping being first in the UK is going to attract lots more customers. We wanted to get it to satisfy existing customers but also to encourage new customers to join us as well. And this reflects the clear strategy of York Mailing Group of being an ecologically friendly business.'

It's going to be very difficult for other companies unless they get the resources and the information to hand. But then if it was easy it wouldn't be worth anything.'

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