

CARBON BALANCED PRINT

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



WORLD
LAND
TRUST™

www.carbonbalancedprint.com
CBP2250


HOBBS



QUALITY PRINT WITH ABSOLUTE RELIABILITY

Hobbs The Printers are thrilled to be one of just a handful of certified Carbon Balanced Printers. 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 in this pride.

At Hobbs The Printers we are driven, enthusiastic, and energetic in our desire to fulfil the needs of our customers. That's why we strive to be the best at everything we do, with exceptional care and attention to detail.

We listen to our customers to understand their problems and business goals in order to design holistic solutions. We are nimble and adaptable to meet the changing needs of our customers and actively pursue new opportunities.

As a Carbon Balanced Printer, we are helping global conservation charity World Land Trust preserve critically threatened habitat in Vietnam. This not only offsets our carbon footprint, but it also helps protect the dozens of endangered species calling these forests home.

Learn more at: www.hobbs.uk.com



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 (offset) 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 CO₂.

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

ABOUT 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 the 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

MAKING A REAL DIFFERENCE

Carbon Balanced Paper supports World Land Trust projects in Vietnam, one of the most biologically diverse countries on Earth and an area of international conservation importance.

Vietnam is one of the fastest growing economies in the world, which is putting immense pressure on its exceptional biodiversity.

WLT is working with local partner Viet Nature to protect the forest of Khe Nuoc Trong (KNT), an area covering over 50,000 acres. By protecting and aiding the recovery of the forest, approximately 50,000 tonnes of carbon dioxide emissions will be absorbed each year.

This area of Vietnam is home to exceptionally rare and threatened wildlife, with many species found nowhere else on earth.

KNT contains a number of threatened species listed on the IUCN Red List, including at least 4 Critically Endangered, 6 Endangered and 16 Vulnerable species.



Map of Khe Nuoc Trong, 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.



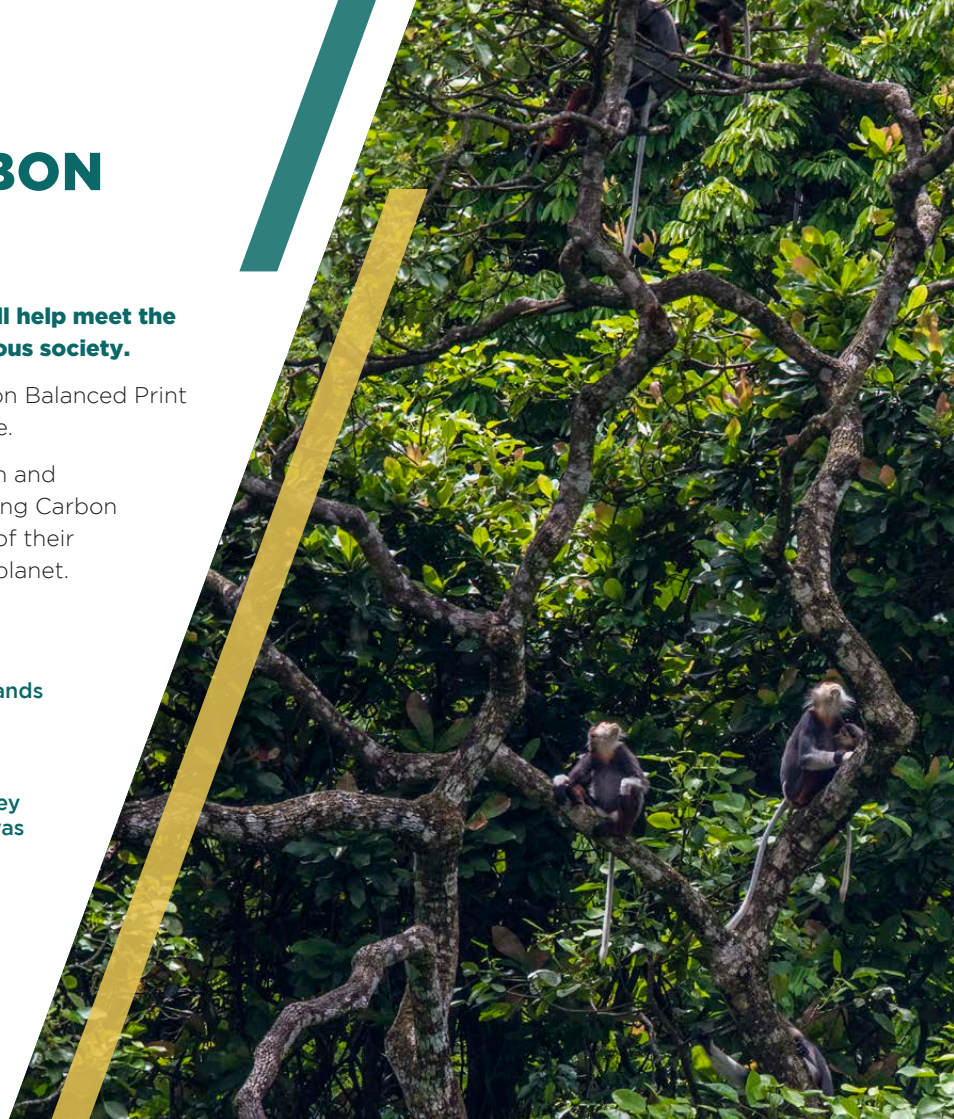
66% of global consumers say they're willing to pay more for sustainable brands

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.



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You will also receive a certificate to highlight the amount of CO₂ 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 CO₂ 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 CO₂

This will enable World Land Trust to protect

1,294m² of critically threatened tropical forest

Issued on 01/11/2020 — Certificate number CBP123456

Presented by Hobbs The Printers Ltd

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



www.carbonbalancedprinter.com

DR JONATHAN BARNARD, CHIEF EXECUTIVE, WLT

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Registered Charity 1001291



www.worldlandtrust.org

A SIMPLE WAY TO BALANCE THE CARBON EMISSIONS OF YOUR PAPER AND PRINTED COMMUNICATIONS

**190,000
TONNES**

of CO₂ 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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Registration No. CBP2250