

Shaping Our
Sustainable
Future

Blake

CLARENCE HOUSE

Blake

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SHAPING OUR
SUSTAINABLE
FUTURE

Blake



Bringing a smile to the next generation.

Foreword from Michael Barter

Dear Reader,

We at Blake are very conscious of the need to be sustainable in our practise; we are a market leader supplying sustainable postal packaging products to the market and therefore we MUST practise what we preach.

I can personally say that it brings an inner smile to know that what Blake is doing is not only respecting the environment but adding to its grandeur.

Many of us have children and some of us have the privilege to have grandchildren, and therefore it is our responsibility to ensure Blake leave a legacy that future generations can enjoy for many years.

In this booklet you will note a selection of our sustainable goals that we have already achieved, however at Blake we never feel we are done, but rather stretch ourselves to achieve more ambitious achievements for the greater good of all.

At Blake we bring a smile to the next generation.



Michael Barter

Chief Executive Officer
Blake Envelopes, Made by Blake

Introduction

Here at Blake, we pride ourselves on being a truly sustainable business.

Our mission is to be;

“positively passionate,
consistently caring
and sustainably sound
from beginning to
end”

We aim for absolute sustainability in everything we do. Every touch point, from the first contact with Blake, through to the delivery of final product. We have to echo consistency.

We believe that sustainability isn't just about meeting current needs, however, but more importantly, it is about ensuring we are here for the long term and are paving the way for a bright tomorrow...

Sustainability and business must go hand in hand.

Tim Browning

Innovation Director, CSR Director
Blake Envelopes, Made by Blake

A photograph of a modern building with a large glass facade. The building's reflection is visible in the glass. In the foreground, there is a paved area and some greenery. A dark podium stands on the left side of the building's entrance. The entrance features a glass door with a curved glass canopy above it. The text is overlaid on the image in a white, sans-serif font.

The United Nations Sustainable Development Goals are our governing principle. We are proud to say that we contribute directly and indirectly to all 17.



SUSTAINABLE DEVELOPMENT GOALS



UNITED NATIONS



We are Blake.
Market leaders in the
world of envelopes and
postal packaging,
sustainably distributing
our products to over
45 countries worldwide.



Carbon Footprint

What does carbon footprint mean?

Carbon footprint can be defined as the amount of carbon dioxide released into the atmosphere as a result of the activities of a particular individual, organisation or community.

Blake's carbon footprint

Here at Blake, we have always sought to ensure our carbon footprint is kept to a minimum, and we have adopted a number of strategies to achieve this.

Firstly, pollution has never been acceptable. All aspects of our operation are closely monitored to prevent this, including the **careful maximisation of space utilisation** in our transport and distribution so that requirement for extra delivery vehicles is reduced. **We have a goal to reduce our impact on landfill to zero by the end of 2021** and have a strict recycling scheme promoting the recovery of valuable resources.

Our head offices in Yeovil have been designed and built to exacting performance standards, including many special features.

- **An additional 50% thermal insulation**
- **Fully automatic cooling systems**
- **Automated LED lighting**
- **Electric forklifts in our warehouses**
- **Fan assisted cooling in our server room**

These all play a vital part in ensuring our impact on the environment is kept at our very foundation.

We are also proud to say that **all our electricity is produced from renewable sources**. We have Guarantee of Origin (GoO) certification from our electricity suppliers, which, as the only precisely defined instrument that can evidence the origin of electricity generated from renewable energy sources, proves that Blake is running in the most eco-friendly way possible.

Automated LED,
fluorescent
lighting and
electric forklifts.





Tim Browning

Innovation Director, CSR Director
Blake Envelopes, Made by Blake

The Evolve Team

Keeping a close eye on the environmental impact of everything we do is Blake's Evolve Team.

EVOLVE

We have a dedicated team of 8 persons drawn from each operational area of the company.

They are the driving force behind our investigations into new initiatives to reduce our carbon footprint and perform in an increasingly sustainable way. They are brimming with innovative ideas and continually challenge us to keep raising the bar on all social and environmental issues!

Our Key Achievements So Far:

- Reducing the company fleet by **33%** and committing to all electric powered or hybrid vehicles by the end of 2020.
- Installing new motion sensitive LED warehouse lights, reducing our energy consumption by an incredible **32%**.
- Switching from the standard plastic tape to paper packing tape on all our boxes, that's more than **345,000** metres of tape per year!
- Removing the shrink wrap on our envelope retail packs to eliminate any plastic usage, saving **66,750** metres of shrink film each year.
- Striving to reuse as much of our packaging material as we can, using excess inbound cardboard boxes to infill our outbound cartons, protecting your delivery in a completely sustainable way. The amount of void fill purchased in the last 12 months is **zero**.
- Opting for paper documents enclosed wallets to attach carriage paperwork to all our parcels and pallets, that's more than **52,375** per year!



6 CLEAN WATER AND SANITATION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



VITA®

One of our biggest achievements to date is the introduction of our new VITA® brand of products.

We pride ourselves on the sustainability of all our products, and it is very important to us that we offer a wide selection of eco-friendly and recyclable paper based items to meet every eventuality.

We boast the largest range of environmentally friendly envelope products available for next day delivery in the UK, but our VITA® range is our true masterpiece, providing a plastic-free alternative to any ecommerce packaging solution.

This range has been designed and carefully selected to address two big current issues that are very much in the public consciousness at present.

The first of these is the drive to eliminate plastic and combat the ever-growing plastic pollution levels, whilst the other is to deal with what is referred to as 'over-packing', reducing excess packaging waste: a need which has been made very clear lately, with the discovery that over **40% of online deliveries coming in packaging that is too big for its contents** and **72% of consumers feeling that retailers use too much packaging for online orders**.*

*According to a survey conducted by Clouder.

VITA® – the plastic free e-commerce packaging solution.

Seeing Ahead

Here at Blake, sustainability means more for us than just using resources wisely, minimising our impact on the world around and offering environmentally friendly products, important though these are.

It means having a truly sustainable business model, having financial stability and being identified as a company who have an ability to be agile and make decision quickly.

And Blake Envelopes offer all of this. We are not only here for the present, we are actively working to ensure we are here for the long term: **for yesterday, today and tomorrow**, whatever that might look like...



Two Sides

As market leaders in the world of envelopes and postal packaging, Blake are all-too-often faced with misconceptions surrounding paper, packaging and print. These range from appeals to 'go paperless' and 'save the trees', to claims that paper usage is harmful to the environment, contributes to deforestation and uses up natural resources. In actual fact, **paper is one of the few truly sustainable products.**

Cementing ourselves as an organisation whose impact on the environment is at the forefront of everything we do, Blake have joined the Two Sides team. This global initiative has membership across the graphic communications value chain from forest, paper and print to recovery and recycling, and members seek to minimise and reduce the environmental impact of their business activities in order to contribute to sustainable development.



www.twosides.info

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Love Paper

Love Paper is a campaign run by the Two Sides programme which promotes the sustainable and attractive attributes of print, paper and paper packaging.

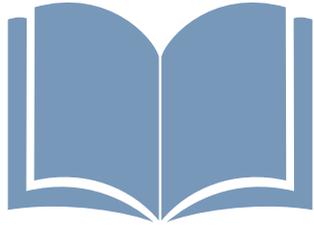


www.lovepaper.org

Blake fully endorse this campaign and seek to maximise confidence in our products and present paper and print as a natural and uniquely powerful communication medium.

We are actively engaged in educating our customers about its environmental credentials, its production, its use and its high recycling rate, as well as raising awareness about just how much people love to read in print.

We LOVE PAPER; it's been in our blood for 4 generations.

 **78%** of UK consumers prefer to read magazines in print over an electronic device, whilst **69%** believe it is important to “switch off” and enjoy printed books and magazines.

European forest areas have been growing by over 1500 football pitches every day.



Paper packaging's main raw material, **wood fibre**, is a renewable resource and it's the most **recycled**

of all packaging materials, with a recycling rate of

85%!

Paper packaging is fundamental to a circular economy and has the benefit **that it is based on wood fibres** which are renewable, recyclable and sustainable.

The European pulp and paper industry is the **biggest** single user and producer of renewable energy **in the EU!**



of paper are recycled in Europe every second.



Recycling

Recycling has always been something that we embrace and participate in, to the greatest practical extent.

One of Blake's main aims is to reduce our impact on landfill and promote the recovery of valuable resources. In order to achieve this, we use a local recycling company to bale and recycle all of our plastic and cardboard waste, which has allowed us to recycle a total of **1494 tonnes**.

That's the equivalent of 374 adult female elephants!

11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



15 LIFE ON LAND



How to Recycle - Packaging Symbols Explained

And you can recycle too! Nowadays, most products include a recycling symbol on them.

With a wide range of different symbols which vary depending on how each product is best disposed of, here we help you to identify what the most commonly used symbols mean...

On Pack Recycling Labels:



The **Widely Recycled** symbol denotes that over **75%** of England's councils provide household recycling collection for this packaging type.

You should check before assuming that your local council is included in this percentage. All Widely Recycled labels will indicate which part of the packaging (bottle/box) and material type (glass/cardboard) it refers to. This facilitates the easy separation of packaging into recyclables and non-recyclables.

On Pack Recycling Labels continued:



The **Check Local Recycling** symbol is used to show that a particular part of the packaging is only recycled by **20-70%** of local councils. Once again, you should check with your local council before assuming this can be put into your recycling bin.



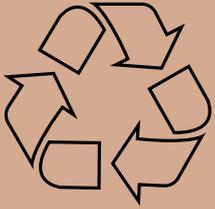
The **Not Currently Recycled** symbol tells us that a particular part of the packaging will only be recycled by **20%** of councils. As the majority of local councils won't offer this service, you should ascertain whether yours does before recycling this.



The **Widely Recycled at Recycling Points** symbol is similar to the Widely Recycled label, but applies only to local recycling provisions. From this, you can see that although **75%** of councils have the provision to recycle this material, less than 75% of them will collect at kerbside, meaning you are required to check with them about kerbside and collection point recycling facilities first.



Other Common Recycling Symbols:

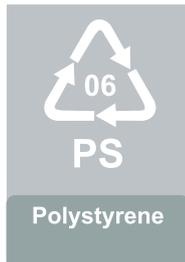
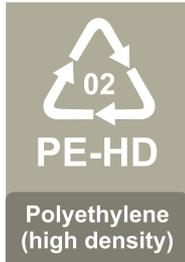


The **Mobius Loop** indicates that the product is capable of being recycled. It does not guarantee that the material will be accepted by your local recycling centre or collection and it does not signify that the product is made from recycled materials.

The **Green Dot** does not mean that the packaging is recycled or recyclable. It shows that the producer has financially contributed to the recovery and recycling of packaging.



Other Common Recycling Symbols continued:



When the Mobius Loop has a number in the centre and a letter code below, this signifies what kind of plastic the packaging is made from.

This code enables you to identify whether it's recyclable in your area.

1. **Polyethylene Terephthalate** is a very common plastic, usually what drinks bottles and tubs are made from.
2. **High-Density Polyethylene** is another common plastic often used in toys, kitchenware and cable insulation.
3. **Polyvinyl Chloride** is the material used in window frames and doors, as well as wire insulation, flooring and footwear.
4. **Low Density Polyethylene** is most likely to feature in toys, carrier bags and general packaging.
5. **Polypropylene** is used for products that are injection or blow moulded.
6. **Polystyrene** is used for CD cases and cosmetic packs.
7. **Other** less common kinds of plastic not defined by the previous groups fall into this category.



Blake Accreditations



ISO Accreditations

Blake is dedicated to the practise of sound environmental stewardship. In furthering this aim, we endeavour to only source and market products that are manufactured by companies with specified environmental policies.

As a company, we are **ISO 9001**, **ISO 14001** and **ISO27001** accredited, and FSC and PEFC chain of custody certified.



ISO 9001 can be defined as the international standard which specifies requirements for a quality management system within a business or organisation. Blake are fully ISO9001 certified, which demonstrates our ability to consistently provide products and services that meet customer and regulatory requirements.



ISO 14001 is the international standard that specifies requirements for an effective environmental management system (EMS). The certification proves to our customers and suppliers that we constantly monitor and stay up to date with our procedures to improve efficiency and reduce our waste.



ISO 27001 Blake are also ISO27001 certified. ISO27001 is all about a company's data protection and information security. This is an international standard developed by leading information security experts with the purpose of preserving confidentiality, integrity and availability.

FSC® Certification



211,298,946 Certified Hectares

42,391 CoC Certificates

1,730 FM/CoC Certificates

1,168 International members in

90 Countries

26 Years of existence



The mark of
responsible forestry

The Forest Stewardship Council is an international, non-governmental organisation dedicated to promoting responsible management of the world's forests. One of the most recognised environmental credentials of the day, their system of forest certification and product labelling ensures full traceability on raw materials such as pulp and paper, enabling people to identify responsibly sourced forest products.

We are dependent on our forests for many things, from timber for furniture and construction, to paper for books and tissues, even down to foods and important medicines. Trees also store carbon dioxide, meaning that forests are our planet's best defence against climate change. It's therefore critical that we care for our forests and find a balanced way to both use and protect them, which we can do by choosing FSC® certified products.

You can recognise a FSC® certified product by the logo.

PEFC Certification

PEFC stands for the Programme for the Endorsement of Forest Certification; the world's leading forest certification system which provides chain of custody certification of all paper based products.

Dedicated to promoting sustainable forest management through independent third party certification, PEFC endorses national forest certification systems and has recognised certification systems in 53 countries. By involving local stakeholders in the standard-setting and decision-making procedures, PEFC ensures that these standards are adapted to meet local cultural, socio-economic, physical, biological, climatic and geopolitical realities whilst also aligning with internationally-recognised benchmarks for sustainable forest management.

You can recognise a PEFC certified product by the logo.



Useful Environmental Paper Manufacturing Terms

ECF

Paper that is declared as ECF or **Elemental Chlorine Free**, has been bleached using chlorine dioxide rather than the chlorine gas bleaching method which is less environmentally acceptable. None of the Blake products are ECF.

TCF

TCF or **Totally Chlorine Free** paper has been bleached using the most environmentally acceptable method of bleaching, with hydrogen peroxide instead of chlorine. The effluents released during this method are significantly less than those of ECF paper.

All of Blake's paper is TCF.

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