



Here's a good idea...

Sending the right message

So, you have all the right accreditations, you have cut down your waste and gone green with your energy, you have optimised your presses for environmentally friendly running, you are using recycled or certified paper. You can now design, print, and finish in eco friendly style – and then you spoil it all by mailing in an envelope, the source of which may leave something to be desired.

Bespoke Envelopes Direct has the answer. Unlike other envelopes, which may purport to be green, but come with plastic windows and gums heavy in solvent, Bespoke has created a truly green envelope with its ecolope product line.

The company, which manufactures some three million envelopes a day and prints around one and a half million per day, uses 100% post consumer waste to produce the ecolope. The uncoated paper used for the envelopes has a raft of environmental certifications being National Association of Paper Merchants (NAPM), Nordic Swan, Eugropa, Ecomark and White Swan accredited.

First post

So, what is so special about another envelope made with recycled paper? What make it a better choice than its competitors? Well, the ecolope takes 'green' so much further.

The window film is made from corn, a renewable source, rather than plastic substrates as many other recycled envelopes (the film carries the Din Certco accreditation for compostability); the gum has as many solids removed as is possible and renewable materials are used instead of oil derived chemicals; the flexo inks used for printing are water based technologies, whilst overprinting offset inks are vegetable oil based; and the envelope is 100% recyclable. The product has also received approval for use by the Post Office.

Even the boxes that the envelopes come in have been produced to be as green as possible. The corrugated boxes are made from 100% recycled material, and rather than using labels, details are printed directly onto the package. ecolopes are then delivered using dual fuel vehicles.

The site where the envelopes are produced is Forest

Stewardship Council (FSC) and Programme for the Endorsement of Forest Certification (PEFC) accredited, it is a carbon neutral facility and is soon to reach ISO 14001 environmental standards.

And, the envelopes are manufactured in the south of England, meaning less of an environmental transportation impact than sourcing envelopes from Europe.

ecolopes are available in 80, 90, 100 and 115 g/m², and the whiteness is comparable with other envelope products. As well as the uncoated ecolope, the company can offer gloss and matt coated versions as well. ■



- Window film made from corn, a renewable resource.
- ecolope is 100% recyclable.
- Paper is 100% recycled – 65% printed waste from middle and lower grades; 30% higher grades, partially printed; 5% from paper production.
- Gum is a new formulation minimising the use of oil derived chemicals.
- Accredited to NAPM, Nordic Swan, Eugropa, Ecomark and White Swan standards.
- Manufactured in the south of England.
- Packaging is all 100% recycled.
- Production processes designed to minimise environmental impacts.
- Promising a 100% green solution to your envelope needs.