

Carbon Capture





Matrix Print and Design is offering customers and their clients the opportunity to capture the CO₂ emissions from their paper purchases by planting native woodland, right here in the UK, through the Woodland Trust and the Woodland Carbon scheme.



How it works

- When you place your print order Matrix will pay to capture the carbon from the manufacture and distribution of the paper
- The amount of CO₂ generated in the production and delivery of your paper is calculated
- The Woodland Carbon logo may be used in conjunction with the print job to demonstrate your commitment to using reduced CO₂ paper
- All Carbon Capture charges will be paid to the Woodland Trust who will plant woodland at one of their accredited woodland creation sites in the UK





What is Woodland Carbon?

Woodland Carbon is an accredited, award-winning carbon removal scheme that is operated under the Government's 2011 Woodland Carbon Code.

Organisations looking to reduce their environmental impact and mitigate their carbon emissions can fund tree planting with the Woodland Trust, the UK's leading woodland conservation charity. It is estimated that 25m² of native British woodland captures and stores at least 1 tonne of CO₂. To find out more please visit www.woodlandcarbon.co.uk



Use the Woodland Carbon logo

When you choose to Carbon Capture your print jobs from Matrix Print and Design, you may use a specially developed logo on all print jobs where the CO₂ has been captured from the paper purchases. The logo will contain a reference number providing confirmation and traceability. Using the Woodland Carbon logo enhances your brand and reinforces your environmental message.



**Woodland
CARBON**
www.woodlandcarbon.co.uk
MATRIX PRINT & DESIGN
Printed on Carbon Captured paper





About the Woodland Trust

The Woodland Trust aims to improve the landscape of Britain by planting more trees and protecting our national heritage of precious ancient woodland. Its vision is a UK rich in native woods and trees enjoyed and valued by everyone and they work to deliver three guiding principles:

- i) To enable the creation of more native woods and places rich in trees.
- ii) To protect native woods, trees and their wildlife for the future.
- iii) To inspire everyone to enjoy and value woods and trees.

The Trust looks after over 1,200 woodlands which have free and easy access for everyone to enjoy. With a member and supporter base of over 400,000 people its work and influence is growing year on year. Premier recognises the vital role that the charity plays in securing a sustainable future through trees, improving biodiversity and protecting the habitat of native wildlife.

The UK is one of the least wooded countries in Europe, with just 13 per cent tree cover compared to the European average of 44 per cent.

The Woodland Trust has established home-grown woodland creation projects that offer companies the chance to mitigate their CO₂ emissions. At the same time, organisations will also be supporting projects that improve biodiversity, enhance social well-being, help the landscape adapt to climate change and ensure the UK is no longer one of the least wooded nations in Europe. Woodland Carbon provides a strong external message but also has tangible outcomes – trees that can be seen and visited throughout the UK.

www.woodlandtrust.org.uk

The Woodland Trust is a charity registered in England and Wales (No 294344) and in Scotland (No SC038885)



Carbon Capture benefits your business

Environmental issues are becoming more and more important to organisations of all sizes and a carbon reduction strategy often provides a commercial advantage including:

- Providing a reduced carbon solution for you and your business
- A tangible demonstration of your company's responsible approach to the environment
- Use of The Woodland Carbon logo to enhance your own and your customer's brand



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FOLDERS
LEAFLETS
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POSTCARDS
POSTERS
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