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SIGNAGE | EXHIBITION | PRINT

incorporating HUSSEY | KNIGHTS

**WE REUSE
WE REDUCE
WE RECYCLE**



www.johnnewright.com

A STORY OF HOPE AND WORLD COOPERATION

Foreword from Tony Barnett, Managing Director:

30 years ago I found myself in the atmospheric chemistry laboratories at Oxford University working on my Masters Degree with a wonderful team of research chemists headed by Professor Wayne who was famous for finding the hole in the ozone layer over the South Pole. More worrying, this hole was getting larger at an alarming rate and Australians were getting skin cancer in ever increasing numbers. Having discovered the hole, Groups around the world were tasked with the problem of what was causing it and what to do about it. The two main teams were Professor Wayne's own team based out of Oxford University and the NASA atmospheric team based in California. Quickly it was realised that two main causes were Chloro, fluoro carbons (CFCs) used mainly as fridge coolants and in air-conditioning units and NOx emission from combustion engines (car, buses, aeroplanes & diesel trains mainly). The task was to model the atmosphere on the new fast computers in order to predict the future. Much intense work followed by the entire Group and papers were published. And just months later the Professor was presenting to the international community, supported by additional NASA work, the wide extent of the problem and the likely outcome if the World did nothing.

On 16th September 1987 the Montreal Protocol was signed by 187 of the World's nations including the USA and China. The Montreal Protocol banned the use of CFCs and brought in catalytic converters to remove NOx from vehicle emissions. Since the agreement, ozone depleting products have been almost eliminated and the ozone layer has started to recover.

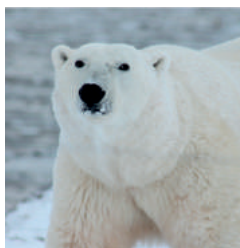
Indeed scientists now estimate that the hole will totally disappear by the end of this century.

Please note that solving the ozone layer has nothing to do with global warming and carbon emissions which continue to warm the planet. Nevertheless concerted action can fix world problems.

And so with this heart-warming story in mind, I have personally been appalled by the findings of David Attenborough and many others with regards to plastic in our oceans and the never-ending deforestation and forest fires made much worse by global warming. Add to that the melting of ice sheets around the world and rising sea levels, surely it is time for us to act. Whilst Governments dither, we all have an opportunity to make a small difference. So, as we enter the post-COVID age, 2022 brings an opportunity for a new attitude. John E Wright is making a commitment to work on significantly reducing our carbon footprint, reduce plastics wherever possible and get some trees planted!



Tony Barnett
Managing Director



Everything you see in this brochure works towards these goals and aims to put John E Wright at the forefront of environmental responsibility within the print industry.

Thank you for supporting us in these goals!

RESPONSIBLE TECHNOLOGY

03

Production

Tony Barnett, Managing Director, starts by saying "It's like old cars, if you don't invest in the latest technology, you fill the world with hazardous chemicals and carbon emissions. Add to that tired image quality and slow productivity, it's no way to run a responsible business".

And so, for many years, John E Wright has invested in the latest printing technology in order to take advantage of technical advances, not just in speed and quality, but also in emissions reduction and savings in power consumption. Solvent printers which have been so popular throughout the industry for outdoor printing were never used at John E Wright. The damaging volatile organic compound (VOCs) emissions are dangerous to both operators and the atmosphere. John E Wright initially used water based technology, or latex for outdoor printing.

However in the early 2010's a new technology was invented, LED UV-cure. This technology had the

advantage of having no emissions at all, and no waste. It was also fast. The downside was that the machines were very expensive and power hungry. Then 5 years ago, cool cure LED was invented which drastically reduced the power required. According to a Fogra study, the latest H5 drives down the operating costs with up to 82% less energy consumption.

In 2014, John E Wright embraced this new technology and spent £400,000 on the Vutek G5 and then, in 2019, the company invested a further £400,000 on the latest H5 model. This next-generation hybrid UV cool cure printer is 3.2m wide, has a resolution of 1200dpi, eight colour modes plus white, thereby offering up to a nine-layer print capability in a single pass. It offers super smooth shadows, gradients and transitions, with superb, clear text quality.

But, as important as that, it has the lowest carbon footprint per square metre of any print production technology in the world. Add to that, zero ink waste and emissions and the machine is a huge step forward in environmental responsibility within the print industry.



John E Wright
Production Team with
the New Vutek H5

Technical Director Alan Edwards said

"Getting our technology right is good for quality, good for overall customer satisfaction and delivers the best result we can for the environment. This is

another step towards cementing our ISO 14001 (Environmental) accreditations which we are now proud to have held for well over 10 years".

WORKING WITH THE WOODLAND TRUST



Carbon Capture

What is the Woodland Trust?

The Woodland Trust has three key aims: i) to protect ancient woodland which is rare, unique and irreplaceable, ii) to restore damaged ancient woodland, iii) plant native trees and woods with the aim of creating resilient landscapes for people and wildlife.

What is Carbon Capture?

Carbon Capture is a scheme run by the Woodland Trust for organisations to offset their CO₂ emissions and reduce their overall carbon footprint. It creates native woodland in the UK, provides habitats for wildlife and green spaces for all to enjoy, and demonstrates the values of that organisation towards a responsible approach to the environment.

How does it work?

The average amount of CO₂ emitted from the manufacture and distribution of a tonne of paper has been calculated by the Woodland Trust using Carbon Trust and DEFRA figures. An organisation elects to Carbon Capture their paper purchases and the amount is shown as a separate line on invoices. 100% of the Carbon Capture charge then goes directly to the Woodland Trust to plant native woodland in the UK.



What's been achieved so far?

As of January 1st 2022, 66,712 tonnes of carbon have been captured and over 266,000 trees have been planted with the £1.1M raised from this scheme so far.

As more companies embrace their environmental responsibilities, it is hoped that millions more will be planted over the coming decade. Just 13% of the UK is currently covered by woodland compared to a European average of 37% and so there is a long way to go!

Trees are essential for people, wildlife and the environment



WHAT IS JOHN E WRIGHT DOING TO HELP?



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John E Wright signed up to the Carbon Capture scheme in January 2020 as part of a renewed effort for a new decade to minimise the company's impact on the environment.

All of our printing on paper of any kind will generate funds for the scheme. This will be used to plant trees and offset carbon emissions generated in the manufacture of the paper.

The company will also be getting involved in the tree planting by providing volunteers on special mass tree planting days. The company will provide staff, transportation to site and any tools required for the day.



*Creating woods for
future generations*



NEW evolution[®] PRODUCTS



Introducing our range of Evolution Digital Uncoated 100% Recycled

Our range of recycled paper print products are made using Evolution Digital Uncoated. This is a smooth, 100% recycled paper for digital print applications; the perfect choice when producing environmentally conscious printed communications.

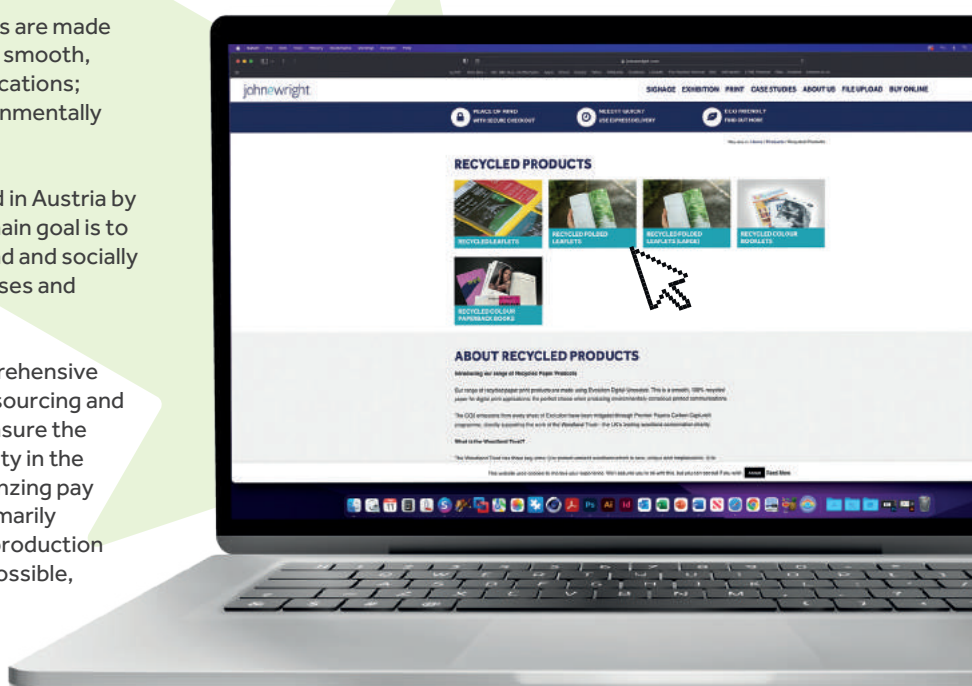
The Evolution range of papers is produced in Austria by Lenzing, a responsible paper mill whose main goal is to produce paper in an environmentally sound and socially compatible manner throughout all processes and activities.

Lenzing follow strict standards, the comprehensive know-how of the Lenzing Group in wood sourcing and efficient management systems already ensure the highest level of environmental compatibility in the procurement of wood and wood chips. Lenzing pay close attention to ensure that wood is primarily procured from nearby sources. The pulp production also takes place on the basis of the best possible, environmentally-friendly technology.

Each Evolution fibre is made of cellulose, a natural component of renewable source material wood. A key characteristic of cellulose is its biodegradability: At the end of their life cycle, Evolution fibres can re-enter the eco-system, preparing the ground on which new plants grow. The CO2 emissions from every sheet of Evolution have

been mitigated through Premier Papers Carbon Capture[®] programme, directly supporting the work of the Woodland Trust – the UK's leading woodland conservation charity.

We are pleased to report that you can now order your leaflets, flyers, books & booklets using only Evolution Recycled papers through our web shop by choosing the '**Recycled Products**' option.



Evolution produces an exceptional print quality with vibrant colour and detailed content. We are carrying stock in weights from 120gsm to 350gsm, suitable for a wide range of print solutions. Available in SRA2 we can print oversize materials like landscape A4 booklets and 6pp A4 folded leaflets. Order on-line or email sales@johnwright.com for more information.



BESPOKE PACKAGING SOLUTIONS

07

100% Recyclable

In early 2020 as part of our broader drive to sustainability and the use of recycled and recyclable products we reviewed our packing usage.

Reduction of plastic was the main aim, but also remaining mindful of costs so as not to impact our distribution charges.

Whilst the packaging sector is doing great work many of the products are still taking time to replace the traditional landfill reliant products.

We have introduced the Ecolope Padded range of mailers. These are made from paper, plastic free and 100% recycled. They offer greater protection due to the unique honeycomb style paper padding inside the envelope.

Solid Manilla capacity board mailers are lightweight &

durable and suitable for materials up to oversize A3, corrugated book wraps give greater depth capacity with both products being fully recyclable. We are using these to send out books, stacks of booklets and ink jet consumables.

Bio bubble wrap contains additives to help it break down more quickly in landfill making it a more environmentally friendly alternative to traditional bubble and is suited to larger materials, along with corrugated paper rolls which offer good in-transit protection.

As more sustainable packing products come on the market we will look to further reduce single use plastics across our distribution activities.

Mailers &
Book Wraps

Bio Bubble
Wrap

Ecolope Padded
Envelopes



4,000 TREES PLANTED FOR THE YOUNG PEOPLE'S FOREST



John E Wright joined forces with the Woodland Trust to create new native woodland in the Derbyshire countryside as part of the Carbon Capture® programme.

the Vikings, over 1,000 years ago. Coal mining began in the area during 16th century and the land was used as an open cast mining site. In 2015 however, mining ceased and the Woodland Trust plan to plant 250,000 trees, helping to create a safe and educational outdoor space for generations to come; as well as bountiful habitats for endless species of insects, foxes, deer, hare, owls, sky larks and badgers.

The tree planting event was organised as part of the Carbon Capture® programme, which has grown to become the industry's leading environmental initiative with well over 600 companies and organisations fully signed up and committed to the cause; from printers to sign makers, local authorities to banks and other corporate organisations, all directly supporting the creation and maintenance of local native woodland

On Thursday 25th November, John E Wright staff teamed up with the Outdoor Guide and CBBC presenter Gemma Hunt to brave the cold and plant saplings with the Woodland Trust, at the Young People's Forest in Mead, Derbyshire. Guests from around the UK, from Southampton to Glasgow, travelled to take part in the day and help with this amazing project.

Guests were welcomed with hot breakfasts, teas and coffees; and then promptly took to the fields to begin planting. The target for the day was to plant at least 3,000 trees that are native to the area including holly, silver birch, alder and oak. By the end of the day an incredible total of 4,000 indigenous saplings were planted, despite a few cold hands.

Young People's Forest Mead is located just south of Heanor and Smalley in the heart of the Derbyshire countryside, the 162-hectare site is steeped in history with ties stretching back to the Norman conquest and





WOODLAND
TRUST

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throughout the UK. To date the Carbon Capture® programme has raised in excess of £1.3m for the Woodland Trust, planting over 330,000 trees so far and captured over 80,000 tonnes of CO₂; and the best part is 100% of all money raised through the Carbon Capture® programme, goes directly to the Woodland trust to create and protect native British woodland!

For more information about John E Wrights commitment to sustainability and the Carbon Capture® programme, visit johnnewright.com



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Printed on Carbon Captured paper

PVC FREE BANNER MATERIALS

The drive towards more sustainable indoor and outdoor graphic display materials is pushing ahead with many manufacturers making great technical progress. Cost has always been one of the commercial barriers to the uptake of greener solutions, but client demand is now flipping the switch so economies of scale approach zero cost conversion.

One case in point is the new Kavalan range of PVC Banner materials which include Frontlit Banner, Blockout Banner, Grey Back & Mesh Banner, together with PVC Free edging tape.

Use of PVC Free materials provides significant reduction in carbon footprint, and working with a specialist recycling Company, the maker can ensure this is a 100% recyclable product with zero waste to landfill. Kavalan is a truly green product where waste-to-energy provides zero harm and transfers straight to the National Grid.

Whilst the final transition may be a little way in the distance, the direction of travel for the display graphics market is definitely a green one.

Our sales team will be happy to discuss these great products with you so you can bring green solutions into your products.



NEW

ECO LATEX PRINT SOLUTIONS

As a long-standing HP Print Partner, we have been fortunate to have many of their newest products to assess before they hit the main market. We ceased using solvent based presses several years ago and invested in the EFI VUTEk H5 Cool Cure, flat bed UV printer back in August 2019 with a huge £400,000 investment.

However, throughout our branch network, the day to day go to presses are our growing fleet of HP Latex Presses. The Oxford site runs all of their large format through two 360 devices, Hull now have two 570 devices and our production hub is due imminent



delivery of the HP Latex 800 W Printer. These incredibly productive machines produce exceptional quality (down to 4pt text!) with vivid colours using HP water based inks - odourless / non-hazardous - meaning suitable substrates can be fully recycled after use.

Suited to banners, textiles, poster paper, canvas, wall paper & vinyl their capabilities are endless in application, and keep both us and you on the roadmap to zero.





THE FUTURE'S ELECTRIC

As part of John E Wright's push for a low, and eventually zero, carbon footprint, the company has taken delivery of their first three electric vehicles. John E Wright has a fleet of 18 vehicles spread amongst the seven branches out of which the company operates. Three are now electric with another 3 to follow later this year.

John E Wright Managing Director noted *"the company covers over 400,000 miles a year delivering print to our customers. I am determined that over the next 5 years pretty much all of those miles will move from diesel fuelled to electric contributing to a cleaner environment and a hugely lower carbon footprint"*.

22kWH power EV chargers have been installed in

Nottingham, Norwich and Brentwood with installations at other branches scheduled for later in the year.



(ABOVE) Rob & Charlie with their new Kia E-Niro
Electric cars outside John E Wright Norwich

What are the advantages of electric cars?

• Better for our planet

One of the biggest advantages of driving EVs is the impact on our environment. Pure EVs have no tailpipe, so they don't emit any exhaust gases, which reduces local air pollution particularly in congested cities.

• No congestion charges = lower distribution costs

Cities across the UK are introducing Clean Air Zones with fees designed to discourage polluting vehicles from entering certain areas. A key benefit of an electric car is being exempt from these charges.

• Carbon Neutral

We are currently auditing our Carbon Footprint. Adopting EVs together with schemes such as the Carbon Capture Woodland Trust sourcing will contribute significantly to achieving our targets of reducing carbon emissions.

• Lower running costs

EVs are currently far lower in cost to fuel and to maintain. These aspects have always been a factor in our distribution costs. By adopting EVs we are less likely to need to increase our delivery charges. Even our main outsource carrier partner is adopting EVs for urban deliveries from local depots.



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- **Nottingham**
0115 950 6633
- **Nottingham Display HQ**
0115 983 3200
- **Derby**
01332 344 743
- **Oxford**
01865 244 455
- **Hull**
01482 308 621
- **Norwich**
01603 428 110
- **Brentwood**
01277 256 262



Our network of branches are able to provide services to the whole of the UK and beyond.

TOGETHER
WE **CAN** MAKE
A DIFFERENCE!

