

SUSTAINABILITY AND ENVIRONMENTAL TARGETS

POTTS PRINT UK INVEST IN A ROLAND 700 EVOLUTION ELITE PRESS – AND COMMITS TO CARBON BALANCE PRINTING.

Potts Print UK, one of the UK's largest independently owned printing companies, has ordered a new Manroland ROLAND 700 Evolution press. Launched at drupa 2016, this will be the first Evolution press to be installed in the UK.

With over 130 years' experience in packaging and commercial print, the Potts approach to investment in technology – and in people – has always been to deliver highest quality, on-time solutions and bespoke printing services across a wide range of sectors to customers in the UK and globally.



Potts has been using Manroland technology since 2007 when they purchased their first Roland 700 HiPrint press, followed by a second machine in 2011. In recent times, new market opportunities for the company had brought growth in demand for product lines requiring perfect, vibrant colour on a range of substrates. To future proof its business, Potts needed a press which could meet this high-volume demand with no compromise to quality.

The Roland 700 Evolution Elite 6-colour press with coating unit presented itself as the logical next-step for the business. Commenting on his company ordering the new press, Shaun Johnson, Managing Director, Potts Print UK, said, "Firstly, I would like to thank Manroland UK for their help in making this deal happen in these uncertain times. We are excited about the purchase of the Evolution and look forward to its delivery later this year. We have developed a strong relationship over the last 15 years not only with Manroland, but also with the Langley group."

Potts is BRCGS Packaging Materials accredited for the



Shaun Johnson, Managing Director, Potts Print UK.

production of bespoke hygiene-sensitive folding cartons, blister cards and shelf ready packaging and a supplier to the international giftware, healthcare and cosmetics sectors.

Sustainability and environmental impact are an integral principal of their business. Accredited to ISO 14001:2015 Environmental Management Systems, they are continually improving their environmental impact by adopting new products and processes including alcohol-free printing, vegetable oil-based inks, water-based coatings and the use of recycled and carbon balanced paper.

Carbon Balance

Potts has established itself as a newly certified Carbon Balanced Printing company and will have its annual carbon emissions fully offset in conjunction with World Land Trust. Potts becomes the only company based in the North East of England and one of only 30 Carbon Balanced certified printing organisations in the entire UK.

Certification for the scheme, operated by World Land Trust, is attained by offsetting a company's entire annual operational carbon footprint, through the purchase of endangered tropical habitat. By offsetting its annual operational emissions, Potts has balanced over 425 tonnes of carbon, resulting in the preservation of over 70 acres of critically threatened tropical land.





“We have invested heavily over the last 10 years in the use of environmentally-friendly processes throughout our company. Potts are proud to add World Land Trust certification to our sustainability commitments.”

JOHN CONWAY, POTTS SALES DIRECTOR

All certified printing companies and users of Carbon Balanced print can demonstrate their positive action by using the World Land Trust logo on their printed materials. Carbon Balanced Printing companies are also able to offer their customers a certificate to highlight the amount of CO₂ they have balanced and the area

of land they have helped to protect.

The use of Carbon Balanced print and paper supports World Land Trust, which protects the forests of Khe Nuoc Trong in Vietnam. One of the most biologically diverse countries in the world, Vietnam is also one of the fastest growing economies, which is putting immense pressure

on its exceptional biodiversity.

John Conway, Sales Director at Potts says, “We have invested heavily over the last 10 years in the use of environmentally-friendly processes throughout our company. Potts are proud to add World Land Trust certification to our sustainability commitments. We are excited to offer our customers Carbon Balanced cartons, as well as Carbon Balanced literature, direct mail and large format printing.”

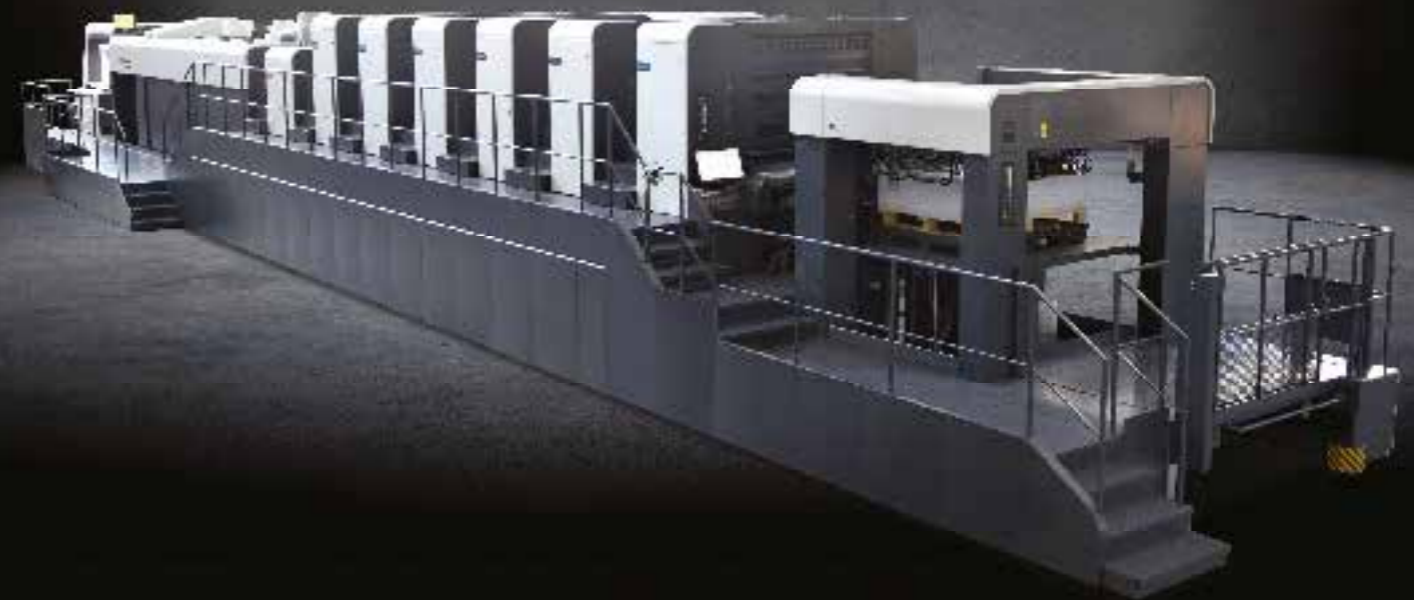
Since its launch, over 3,000 brands and organisations have chosen Carbon Balanced Paper. In total, over 190,000 tonnes of CO₂ has been balanced, helping World Land Trust protect 19,000 acres of threatened habitats.

Forward Looking

Peter Redmond, Managing Director Manroland Sheetfed UK, said, “We are absolutely delighted that Potts Print UK, with its impressive commitment to quality and sustainability, has chosen our technology to achieve its future goals. Marking our 150th year in business in 2021 has been a good opportunity to reflect on the factors behind our long success. Foremost has been our dedication to research and development which has enabled us to anticipate the challenges that lie ahead for individual customers and for the industry itself.” ■



ROLAND 900 Evolution Innovation for star quality.



Competence in packaging.

The new ROLAND 900 Evolution large format press delivers **cost and energy savings**, superb **print quality** and even **faster make-ready** times for all your **packaging print** requirements.

ROLAND 700 Evolution *Elite* ■ ROLAND 700 Evolution *Speed* ■ ROLAND 700 Evolution *Lite* ■ ROLAND 900 Evolution

The Evolution of Print.

manrolandsheetfed.com



evolution@manrolandsheetfed.com

Manroland Sheetfed GmbH

A Langley Holdings plc company.

