

**WHAT IS THE AIM ?**

**To avoid** greenhouse gas emissions e.g. by switching to green electricity

**To reduce** greenhouse gas emissions e.g. by seeking consultation on energy efficiency

**To offset** the volume of emissions e.g. by using climate (CO2) neutral printing

Greenhouse gas emissions such as CO2 which cannot be avoided or significantly reduced on current level of technology, should be offset in the interest of promoting climate protection measures.

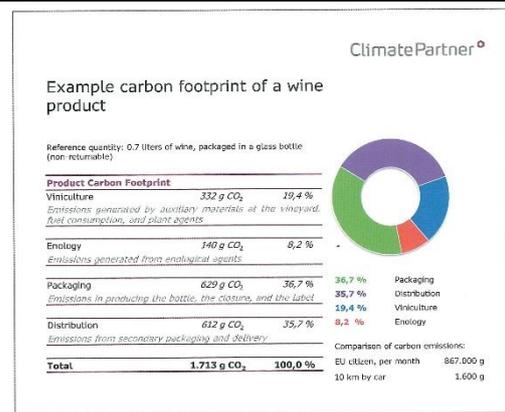
The warming of our planet caused by the greenhouse effect is a global phenomenon. Being aware of that, the concept of climate neutrality is based on the principle that the emissions produced in one location can be offset by supporting carbon offset projects in another location on Earth.

In climate (CO2) neutral printing, the exact volume of emissions produced during the printing process is offset, for example, by participation in the project of construction of the wind power plant in New Caledonia.

**HOW TO PROCEED ?**

**Defining the costs of a print job**

After submitting the printing requirements (print run, material, colour properties, type of processing, transport, etc.) we will calculate the emissions for the print job.



**Choosing a climate protection project**

Choose an internationally recognised carbon offset project from the current portfolio. You can find the actual offer on our website.\*

**ENVIRONMENTAL & CLIMATE PROTECTION PROJECTS\***

- These projects are to generate renewable energy (e.g. hydro, wind, etc.) or projects aimed at reduction of CO2 emissions (e.g. afforestation)
- They reduce greenhouse gases demonstrably
- They are regularly audited by independent organizations (e.g. TÜV, SGS, PwC)

[http://www.climatepartner.com/portfolio/cp\\_portfolio\\_en.pdf](http://www.climatepartner.com/portfolio/cp_portfolio_en.pdf)

**Creating a certificate and choosing the label**

A unique certificate number is assigned to each individual print job. You can use this number to check the carbon offset. A label is then generated by us that holds the number of the certificate and can be printed in the required position.

