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# Glebe Cottage Ltd

*Celebrating the beauty of nature and the joy of life*

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## Glebe Cottage commissions 'greener' recycled envelopes.

Glebe Cottage has commissioned a 'greener' 100% recycled paper to further enhance the environmental credentials of their greetings cards.

Glebe Cottage switched to exclusive use of recycled papers for all envelopes 7 years ago. All new envelopes will now be made from paper which goes beyond 100% recycled to include 50% post-consumer waste.

Thanks to co-operation between envelope manufacturer, Envelopes Plus and the paper mill Curtis Fine papers in Scotland, Glebe has sourced a 100% recycled paper which contains 50% post-consumer waste.

"We feel it's really important that envelopes for greetings cards are high quality, tactile objects that enhance the greetings card they are sold with but we couldn't find any stock items that fulfilled both our desire for quality and high environmental standards. As a result we decided to take matters into our own hands and commission a special paper from Curtis where the 'mill broke element' of their existing paper, Conservation, was replaced with post-consumer waste. We knew that this was a gamble on our part as we wouldn't know exactly what the paper would look like until it was manufactured but we are delighted with the results," said Director, Susanna Morrish.

Specialist paper maker Curtis Fine Papers is based in Fife, Scotland and backs up its environmental commitment with a range of standards including ISO 14001, EMAS the European Eco Management and Audit Scheme accreditation and Forest Stewardship Council certification.

Therese Waterson, marketing manager at Curtis Fine Papers said:

"We were delighted to produce this special paper for Glebe Cottage. Bespoke paper making, where products are tailored to customer requirements, is an important part of our service. As an environmentally driven business, we are used to producing quality paper from a range of different eco pulps, from post-consumer waste to Forest Stewardship Council certified materials, so this product was well within our capabilities."

The 120gsm ivory paper is embossed with a "watercolour" texture and will be used for envelopes by Glebe Cottage from April 2007

press release



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## Editors Notes

- In November 2006 Glebe Cottage Ltd became the first direct-to-independent-retail greetings card publisher in the UK to become FSC certified and in May of that year was the first UK greeting card publisher to start using compostable packaging for its cards. The company uses recycled envelopes for all of its products and only works with environmentally responsible printing companies.
- Glebe Cottage Ltd publishes five collections of greetings cards including fine art, photographic, floral and children's ranges using distinctive artwork from contemporary artists throughout the UK.
- Curtis Fine Papers, an independent Scottish business, specialises in the supply of quality uncoated fine papers. Curtis makes papers for graphical, converter, security and specialist publishing applications, marketing its papers worldwide. A pioneer in the development of environmentally-driven papers including Forest Stewardship Council certified paper, Curtis works hard to minimise the impact of its operations. In addition to ISO 14001 accreditation, Curtis was the first UK paper manufacturer to achieve EMAS (European Eco-Management and Audit Scheme) registration.

For samples, dummies or technical information on Curtis Fine Papers products and services, call Curtis free on 0500 200 119 (or fax on 01334 834 223), e-mail [curtis@curtisfinepapers.com](mailto:curtis@curtisfinepapers.com) or visit [www.curtisfinepapers.com](http://www.curtisfinepapers.com).

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