INTERGRAF

PRESS RELEASE

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CALCULATE, REDUCE AND COMPENSATE CARBON EMISSIONS IN THE PRINTING INDUSTRY

To prove its environmental credentials and assess the carbon footprint of its products, the European printing industry is equipped with a solid and harmonised tool: the **Intergraf Recommendations on CO$_2$ emissions calculation in the printing industry**. They are based on the 3 scopes of the International Greenhouse Gas Protocol and identify 13 parameters covering 95% of all carbon emissions of a print process or product.

Now, Intergraf is taking a step further and provides a **Roadmap to CO$_2$ calculation, CO$_2$ reduction and CO$_2$ compensation in the printing industry.**

While the market increasingly asks for carbon compensation rather than looking at the potential of reducing CO$_2$ emissions and energy consumption, the Intergraf Roadmap provides printers as well as print buyers with a concrete procedure to categorise parameters that influence carbon emissions and to prioritise reduction measures of CO$_2$ emissions in the industry. The Roadmap will support companies aiming at placing on the market printed products that are energy- and CO$_2$- optimised.

The Roadmap is available: HERE.

Link to the Intergraf print's carbon footprint webpage.

Quote: *"Reducing carbon emissions will be among the requirements of the upcoming European Regulation on ecodesign for sustainable products. The demand for the reduction of the carbon footprint of printed products will increase. The printing industry is now not only equipped with a credible approach to assess the carbon footprint of its products, but it also provides the market with a procedure to prioritise the reduction over the compensation of carbon emissions of its products."*

Beatrice Klose, Intergraf Secretary General

– ENDS –

The **European printing industry** supports all economic activities with their products, be it for information, news, entertainment, education, advertising or packaging. Print plays a huge role in everyday life – so much so that it is frequently overlooked. Our sector supplies the packaging for goods at the supermarket, the books, newspapers and magazines we read as well as the boxes our digitally ordered food, clothing, gadgets and much more are packaged in. These products are produced by 112,000 printing companies all over Europe that employ 640,000 people and generate a turnover of 82 billion EUR (EU27 + UK, Switzerland, and Norway). The industry throughout Europe consists mainly of small enterprises, as 90% of them employ fewer than 20 persons.

Intergraf (www.intergraf.eu) is the **European printing industry association**, representing employers in this sector. We are a Brussels-based umbrella organisation with 20 members from 19 countries.
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