



## **Environmental Policy & commitment to reduce GHG emissions**

At Cresta Labels, we recognise our responsibility in reducing greenhouse gas (GHG) emissions and contributing to a more sustainable future. As a small label printing company, we are committed to adopting eco-friendly practices that minimize our environmental footprint while maintaining the quality and efficiency our customers expect.

We are currently in the process of implementing/researching measures such as:

- Using sustainable and recyclable materials in our label production (currently only at our customers request)
- Optimising energy-efficient printing processes to reduce waste (We have invested in a new digital printing press that is far-more energy efficient)
- Exploring renewable energy options to power our business. (We are actively sourcing Solar Panels for our Factory Unit)
- Continuously reviewing and improving our sustainability strategies
- Using water-based inks instead of petroleum-based inks
- Opting for recycled or FSC-certified paper stock
- Switching to biodegradable or compostable label materials
- Upgraded to energy-efficient printers and LED lighting
- Reduce paper waste by optimizing print layouts and batch printing
- Implementing a recycling program for production scraps and excess materials
- Producing digital proofs as standard to reduce unnecessary print samples

By taking these steps, we aim to reduce our carbon footprint and inspire industry-wide changes. Sustainability is not just a goal—it's an essential part of how we do business. [We are also reviewing the following additional actions:](#)

### **Sustainable Packaging & Shipping**

- Using minimal and recyclable packaging for our products
- Choosing carbon-neutral or eco-conscious shipping providers

### **Green Supply Chain & Business Operations**

- Partnering with vendors committed to sustainability
- Investing in renewable energy sources (solar) for our factory & offices



In the label printing industry, lower-carbon raw materials are those that reduce greenhouse gas emissions and environmental impact. Some key options include:

- **Recycled materials:** Labels made from post-consumer recycled paper or plastic help reduce the demand for virgin materials.
- **Biodegradable and compostable materials:** Some labels use plant-based materials that break down naturally, minimising waste.
- **Renewable resources:** Labels made from responsibly sourced paper or bio-based plastics derived from sugarcane or other plants.
- **Liner less labels:** These eliminate the need for a backing liner, reducing material use and waste.
- **Eco-friendly adhesives:** Some adhesives are designed to be easily removed during recycling, improving the recyclability of packaging.

Companies in our industry are increasingly adopting these materials to meet sustainability goals and regulatory requirements.

Either the label is to be produced from low-impact materials (**Reduce**), is to support the circular economy by way of its application and recyclability (**Reuse or Recycle**), or it is to be produced from compostable materials (**Recover**).

There are several recycling initiatives a small label printing company like Cresta Labels can implement to enhance sustainability. Here are a few effective strategies that we are reviewing and implementing where possible:

## 1. Eco-Friendly Materials

Switching to recyclable or biodegradable label materials, such as paper-based or compostable labels instead of plastic-based ones. Considering using water-based adhesives, which break down more easily in recycling processes.

## 2. Waste Reduction & Recycling

- **Setting up an internal recycling system:** Ensure all wastepaper, film, and packaging is properly sorted and recycled.
- **Recycling label offcuts and backing paper:** Some specialty recyclers handle release liners, which are typically coated in silicone.
- **Replacing cartridge printers:** We have already replaced 2 of our 4 office printers to ECO printers that use less ink and are cartridge free.



### 3. Sustainable Printing Practices

- **Optimising print runs:** Reducing waste by improving efficiency and minimising overruns.
- **Using water-based inks:** These are less harmful than petroleum-based inks and make labels easier to recycle and is used as the norm at Cresta.
- **Print-on-demand:** Reducing excess stock by printing only as needed.

### 4. Supplier & Customer Engagement

- **Working with sustainable suppliers:** Choosing materials from companies that offer eco-friendly options and are FSC & EUDR accredited.
- **Encourage customers to recycle:** Educating customers on proper disposal methods and work with brands that prioritise sustainability.

### 5. Energy & Carbon Reduction

- **Switch to renewable energy sources:** Considering using solar or wind power for operations.
- **Offset carbon emissions:** Partnering with carbon-offset programs or tree-planting initiatives.