

Everything Environmental only sells goods that are recycled, organic, sustainable, non-polluting or ethically produced. Unlike many supplier / producers our range of eco-friendly items is all we do and not an “add on” range in addition to a selection of standard items. Below we outline some of the Environmental and Ethical policies and principles that shape the type of organization we are and the way we work.

Environmental

To develop products with the minimal environmental impact through the use of recycled and sustainable materials. To promote energy-saving activities considering all aspects of the product's life cycle in order to minimize the environmental impact of raw materials and components.

Exploring every opportunity to recycle or reuse waste materials generated by our operations. Design products for optimal recyclability and reusability.

To only source a product that's manufacturing processes have minimal environmental impacts, including the use of unbleached, biodegradable, organic, and sustainable materials as well as recycled.

To endeavour to meet or exceed all applicable environmental and safety regulatory requirements. All operations must be conducted in a manner that safeguards health, protects the environment, and conserves valuable materials and resources.

With particular reference to the office environment to promote waste minimization activities, giving preference to recycled or renewable sources wherever practicable.

To encourage environmental and ethical awareness to all employees and partner companies so that environmental and ethical factors are considered in all decision-making processes.

To promote the adoption of our principles by contractors acting on our behalf, encouraging, and where appropriate, requiring improvements in their practices to make them consistent with our policies and to encourage the wider adoption of these principles by suppliers.

Promote sound environmental practices within our industry, including the sharing of experience with others and the continued support of research and development in environmental improvement.

Ethical

Everything Environmental Ltd; the very name of the company says a lot about what we stand for, but beyond our obvious slant toward Environmental Responsibility we have an over-riding policy of ensuring that anyone and everyone we deal with is treated with the respect they deserve. In return we'd like that repaid unless of course we demonstrate we don't deserve it.

We adhere to a strict policy of responsible and ethical trading, including equal opportunities, non-exploitative employment of workers and ensuring partner companies adhere to the same.

Our staff; staff are treated as people who have a life outside the office not simply as employees of a firm. Staff are a benefit and bonus to the company.

Examples: Nobody is allowed to work on their birthday; it's a free day off that's not deducted from holiday entitlement. If you need to go to the dentist it's not a half days holiday, who would consider a trip to the dentist a nice way to spend the day after all. At Christmas extra time is given in addition to each person's holiday entitlement

External Staff; we ensure partners and suppliers do not exploit their staff whether that be in the UK or abroad.

Examples; we independently audit factories and undertake visits where necessary. We team up with others who have taken steps themselves of being audited and accredited by organizations worldwide

Suppliers; without the support of your suppliers and partners a company will struggle on many levels. Treat them as you'd like to be treated and they'll do everything they can to help, when it's impossible to do more don't ask for more or put them under undue stress. Pay them on time too.

Example: at Christmas we send hampers to our suppliers rather than incentives to our customers.

Customers; we try all we can to build strong relationships with our customers for obvious commercial reasons but it also makes for a more enjoyable day. We don't spend days and days on the road visiting customers it simply doesn't make environmental sense, but relationships can be built on the phone and dare I say it via the email as well.

Example: the volume of calls, emails and presents rec'd when Claire left on her maternity leave in the spring of this year (2008)

Customer Service; because every order we do has a brand name on it or is for a specific event it must be of the highest quality and arrive on time. Everyone appreciates it's impossible to achieve that 100% of the time and mistakes do happen. Firstly we try to avoid problems arising but when they do we do everything we can to resolve the situation. There should never be an occasion when we say "there's nothing more we can do"

Examples: re-printing 30 folders at a cost to us of £1500 because an order for 2500 had 30 damaged ones, not relying on the plus and minus clause in the T&Cs but getting the customer what they need. Giving our personal mobile numbers so we can be reached at weekends if orders are needed on a weekends for an event.

Compromises and conundrums

Q. What about the fact that we're contributing to an industry that produces tons of giveaway items that could be considered wasteful and/or unnecessary?

A. With the best will in the world we're not going to stop the industry but if we can replace at least some of those virgin giveaways with recycled or other eco-friendly alternatives we achieve 2 things, 1. We stop more waste going to landfill and finite raw materials from being used up 2. We increase people's awareness of what can be achieved using these materials and therefore encourage greater use of these options

Q. most items it appears these days can have a little spin applied and seen as beneficial to the environment, where do we draw the line between what we will and will not include in our range?

A. We're not after a huge range just a well rounded selection, therefore the first criteria is simple, it must be a suitable business gift, energy saving light bulbs are not your average business gift even though they help the environment, consequently we don't stock them. Another example would be solar powered calculators, these have been around for ages and most include a battery that's charged by the solar element, in our opinion this isn't unique enough or really beneficial enough on the environment to join the range, we'd opt for the water powered calculator using newer technology, a cell that's powered by water alone. Mouse mats made from polypropylene don't get in just because PP is better than PVC, mouse pads made from 100% recycled paper and board on the other hand do. Recyclable doesn't cut it with us, most things are recyclable and the term is too spurious, they need to be made from something actually recycled.

Q. Is the product 100% recycled?

A. Where possible we do produce using 100% recycled material but there are parts of products we sell that aren't, our pens for example use standard ink refills and mechanisms, if the product doesn't work exactly as a traditional product the client won't purchase again and recycled or eco-friendly products will get the poor reputation gained in the 80's when copy paper jammed the printers and inks sank in and ran too much. Our note books have recycled or sustainable paper but use a traditional metal wire to hold them together

Q. Do you use environmental inks?

A. Again if the ink comes off a promotional product it's not performing the function it was designed for and won't be bought again, if we need to use traditional print methods but have managed to replace a standard T shirt with an Organic T shirt I think we're doing the right thing, that's on the assumption of course we endeavor to continually improve our printing inks and printing methods.

There are plenty more compromises and conundrums we face daily but these highlighted above demonstrate a sensible considered approach to ethical and environmental decision making in a commercial environment. I'm sure there are plenty of differing opinions but we're doing what we can to make a difference and it's action rather than words that count.