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BUSINESSES' ENVIRONMENTAL RESPONSIBILITY STRESSED

**Government Proposes National Survey of Industrial Waste in Effort to
Make British Businesses More Environmentally Aware**

Britain is becoming increasingly conscious of the environment, and its responsibility to it, having cut back household waste to their levels of 10 years ago, after peaking in 2002. However, this did not stop Hilary Benn, Secretary of State for Environment, Food and Rural Affairs, launching what was called the 'War on Waste' this summer.

In a speech at the Futuresource conference in June, Benn said, "we will commission a new national survey of commercial and industrial waste in England – the first since 2002". That survey showed British businesses to be responsible for an unprecedented volume of waste. For example, the printing and publishing industry alone was responsible for over 2 million tonnes, a large percentage of which was not biodegradable.

The 'War on Waste' received a lot of publicity over the summer, but much of the attention was focused on household waste. However, Benn stressed that he wanted to be "as ambitious on business waste as we are on household waste".

There are, however, a number of steps that businesses can now take to ensure that they are part of the solution rather than the problem. This does not have to involve using and producing less, but instead, taking greater care in what is being used and produced.

All businesses need to present themselves attractively, and "The Digital Print Factory" has recently announced a breakthrough in exhibition and display technology, with their new, 100% biodegradable and recyclable bamboo and pine banner stands.

Apart from being the most environmentally sound products of their kind on the market, they are also robust, lightweight, and easy to use. Being made from certified bamboo and certified FSC pine, they are attractive and effective.

For more information about this product, please contact Toby Harding on 020 7209 5620 / 07967 335020, or email him at toby@exhibitionkit.co.uk / t.harding@colyer.co.uk