



Subject: **Ask for a greener approach**

The ASK Group is totally committed to the environment, and over the past 5 years, we have made significant inroads into reducing our carbon footprint.

We have incorporated eco-friendly practices into each and every area of our business. In our Print division, for example, making investments at the front end has enabled us to offer a greener print service. Our latest digital press does not require film or printing plates, and uses less electricity, so it is far more eco-friendly than traditional lithographic printing presses. We provide all our print solutions on recycled paper as standard, and source all non recycled paper from sustainable stock. Our cardboard and paper waste is donated to a local company, who recycle it into packaging materials.

As Managing Director, Gary Keens, explains, "Even simple procedures such as ensuring that lights and computers are switched off at the end of the day and using the air conditioning less help in a small way to reduce our impact on the environment. For my part, I now take the train to London rather than drive down, and now use a 1600cc car for the majority of my company business. Furthermore, we also hold the majority of our Board Meetings via teleconferencing, rather than flying members in from overseas, further reducing our carbon footprint."

These are just examples of the ways we are pushing for greener working practices. If you would like more information about our green print and green related products, please call one of our dedicated customer service team on 0800 043 9831. To find out more about Climate Care and its projects, please see www.climatecare.org.

The ASK Group Limited

Ask House, Northgate Avenue
Bury St Edmunds, IP32 6BB

5 - 7 St Helen's Place
London, EC3A 6AU

Tel: 0800 043 9831
Email: info@askgroup.co.uk

askgroup

www.askgroup.co.uk



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Head Office: ASK House, Northgate Avenue, Bury St Edmunds, IP32 6BB, UK

Telephone: **+44 1284 777900**

Fax: **+44 1284 764025**

Mobile: **+44 7734 154000**

Email: **gary.keens@askgroup.co.uk**

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Registered Office: ASK House, Northgate Avenue, Bury St Edmunds, IP32 6BB. Company Number: 3573056.