

TOP STORY

Summit's Up

Green Action From Card Publishers

Jeremy Piercy, managing director of fair trade retailer cum card and stationery supplier Shared Earth has been campaigning for the recent Copenhagen Summit, on climate change.

Commenting, Jeremy said: "Politicians across the globe have realised that if we don't act now, far more drastic action will be required in the future."

Urging the card trade to pledge support on this important issue, Jeremy told PG: "The greeting card industry can play an important part in reducing these emissions. Suppliers like Glebe Cottage and K2 Greetings are demonstrating how excellent quality cards can be produced on recycled paper, while many others are using FSC certified paper and recycled plastic bags.

"These issues will not go away – 'eco' is not a fashion, it's a long-term trend" said Jeremy.

Fellow industry players are publicly sharing Jeremy's sentiments, with open air exhibition specialists and card and calendar publishers Wecomunic8 creating a street gallery for the WWF featuring photography of the Arctic. This was held in Copenhagen during the United Nations Climate Change Summit, and attracted many visitors.



Above: A fairer trade: sales are going well at Shared Earth's new Canterbury shop.