

# *Glebe Cottage*

**Glebe Cottage - the eco-friendly card company - has become the first greetings card publisher to create greetings cards using an innovative new paper manufactured from recycled coffee cup waste.**

Every year the UK uses billions of disposable cups for tea, coffee and other drinks. Until recently used cups, and the laminated board which the paper cups are cut out of, could only be sent to landfill as there were no facilities to separate out the 12-15% of plastic that lined them. A new recycling plant at James Cropper paper mill in the Lake District has changed all that, recycling the equivalent of 2.5 billion coffee cups a year. The resulting board, aptly named 'coffee latte', contains 50% recycled coffee cup waste and 50% FSC fibres.

Glebe Cottage has always had a passion for reducing its environmental footprint, especially by using materials that can divert waste away from landfill. Sales director, Sue Morrish, said, "We were privileged to visit the James Cropper paper mill in February and heard about the ground-breaking new process to separate the plastic from the laminated paper. When we saw the resulting new board we were enormously impressed with its quality and were thrilled when our tests showed that it also printed beautifully." The eco-friendly coffee cup board fits perfectly with Glebe Cottage's long-standing environmental credentials. The publisher is now using it for its Becky Bettsworth collection and plans to roll it out for other art ranges over the coming months.

## Editors Notes:

Glebe Cottage has exclusively used 100% recycled envelopes for its products since 1996. Ten years later the company became the first direct-to-retail greetings card publisher in the UK to obtain an FSC chain of custody and the first to use compostable packaging.

Glebe Cottage's environmental commitments include exclusive use of alcohol-free print technology, green energy and UK suppliers.

Awards include a prestigious Green Apple Award (2008) and BCE environmental leadership award (2010). Glebe Cottage is a Carbon Zero Company.

Glebe Cottage Ltd publishes art and photographic greetings cards, calendars and stationery using distinctive artwork from contemporary artists throughout the UK.

Supporting images: Sample images of cards published by Glebe Cottage are available on request.

Additional resources: <http://www.jamescropper.com/coffee-cups-become-paper/>