

# ECO PRODUCTS

The guide to buying more sustainable promotional items



We have been a supplier of popular products to the promotional industry since 1992. During over 30 years of trading, we have built our reputation on great service and time-proven reliability.

Our UK and Hong Kong team of experienced merchandisers and logistics personnel ensure that our orders are supplied on time and to specification.

Eco friendly products are becoming central to the buying policy of many businesses so use this guide to help employees and customers specify the right product without costing the earth.



# INDEX

## 1. INTRODUCING ECO PRODUCTS

Making a difference  
Pg 3-5

## 2. ECO LANYARDS

Best selling eco options  
Pg 6-7

## 3. ECO STATIONERY

Folders, clipboards and more  
Pg 8-9

## 4. SUSTAINABLE WOOD

Wooden promotional items  
Pg 10-11

## 5. OTHER ECO OPTIONS

Wristbands, Pet products  
and keyrings  
Pg 12

## 6. RUBIK's Cube

The iconic Rubik's cube is also an  
Eco product  
Pg 13



### OUR PRODUCT ECO RATING:

All the products in this guide are rated on their Eco credentials from 1-5 (Highest)

Points are awarded on the following categories:

- ★ Use of recycled materials
- ★ Use of sustainable materials
- ★ Suitability for recycling
- ★ Potential carbon footprint
- ★ Responsible Supplier

# 1. INTRODUCING ECO PRODUCTS

1

## WHAT DO WE MEAN BY ECO?

We use the term ECO in the widest sense to mean products that have been designed and sourced to be better for the environment in some way.

Products can have one or more ECO characteristics from the following groups:

**CARBON FOOTPRINT** - How much fossil fuel has been used in the manufacture and transportation of the product and the raw materials it is made from?

**PRODUCT LIFE** - How long will a product last and can it be made from recycled materials, or be recycled itself after its useful lifespan is over?

**SUSTAINABILITY** - Are the materials used made from resources that will not adversely affect the environment long term?

2

## WILL MY CHOICE MAKE A DIFFERENCE?

We all want to do the right thing but we have to make choices to deliver the right product at the right price.

The more ECO products we buy the more they will become the norm and the more the infrastructure behind them will increase.

By altering our buying decisions on even a small proportion of our orders we are supporting and growing a more responsible attitude to gifting and promotion.

Where we can offer a product that has more ECO credentials without impacting on price or performance we will.

Often there is a price premium to be paid for the more ECO product but with growing demand and economies of scale these premiums are reducing.

We aim to make ECO buying decisions easier through clear product descriptions and pricing. So take the small steps - they will add up and increase demand for more environmentally aware sourcing.

# 3

## WHAT WILL MAKE THE BIGGEST IMPACT?

### TO REDUCE CARBON FOOTPRINT:

**MATERIALS CHOICE** - although this information can be difficult even if using natural or recycled materials.

**SHIPPING** - It's clearly better make locally or to ship by sea. If using airfreight - use a certified offset Carbon supplier.

### TO INCREASE SUSTAINABILITY:

**MATERIAL PRODUCTION** - Base decisions on the impact on the environment, look at fast growing and organic material.

**PRODUCT SPECIFICATION** - Ensure the material chosen is fit for purpose and offers a long and useful product life. Consider the role of packaging in ensuring a product is delivered in perfect condition.

**PRODUCT AFTERLIFE**- Choose materials that can be reused or recycled.

# 4

## WHAT ARE THE FIRST STEPS?

### ASK FOR ECO OPTIONS

The difference in price between ECO and standard options is changing and it may cost less than you think.

### BOOK PRODUCTION IN GOOD TIME

In a perfect world design and buy your products in time to allow them to be shipped by sea. They will be cheaper\* and have less impact on the environment.

*\* The cost of express shipping is often a large part of your final price, ship by sea and your ECO product may actually be cheaper than its standard equivalent.*

### CHOOSE A RESPONSIBLE SUPPLIER

Claiming a product has Eco credentials is easy. Choose a responsible supplier who is seeking to keep their environmental impact to a minimum.



See ECO friendly products:

## 2. ECO LANYARDS

We encourage sustainability in all our products, these are the key options...

We have offered Eco Friendly options in our lanyard range for many years. With recycled content or sustainably sourced materials. Combine with our low carbon shipping options.

### SUSTAINABLE LANYARD OPTIONS

Lanyards can be manufactured in a wide range of sustainable fabric options.

#### UK Held Stock

We hold stock of:

- 20mm Bamboo Fibre
- 20mm Organic Cotton
- 20mm Plant Silk
- 20mm RPET

These can be delivered plain next day or customised with a single colour print in 5-10 working days

No MOQ

#### Made to Order

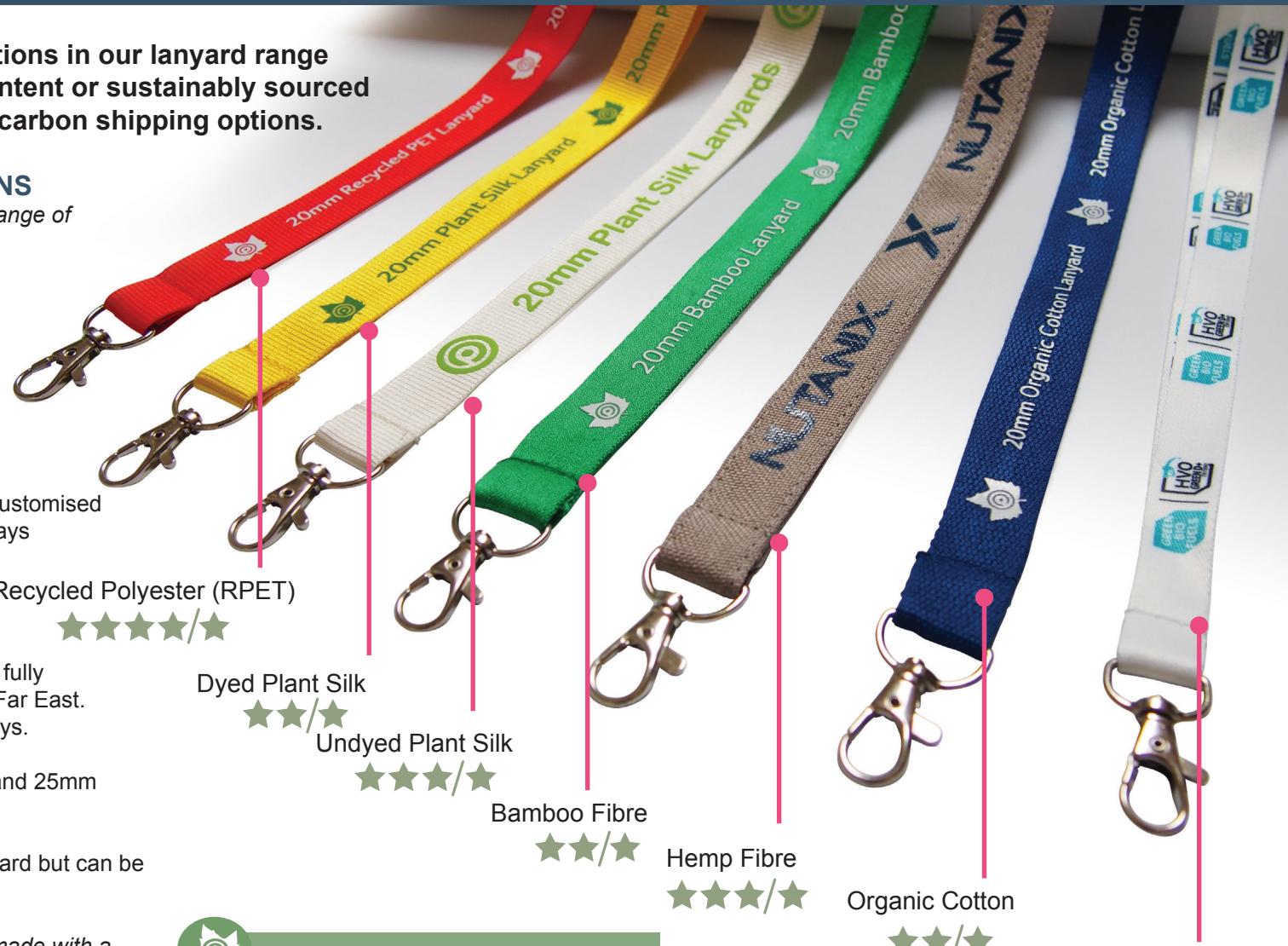
All of the options shown right are available fully customised from our main factories in the Far East. Leadtimes can be as low as 15 working days.

All options come in 10mm, 15mm, 20mm and 25mm widths.

All options are offered in off white as standard but can be dyed to any shade for a small surcharge.

Almost all of our Lanyard designs can be made with a Recycled RPET content.

All lanyards can be specified with our new Eco Safety Break - made with sustainable Wheat Straw plastic.



Recycled Polyester (RPET)  
★★★★★/★

Dyed Plant Silk  
★★★/★  
Undyed Plant Silk  
★★★★/★

Bamboo Fibre  
★★★/★

Hemp Fibre  
★★★★/★

Organic Cotton  
★★★/★

Sustainable Paper  
★★★★★/★



#### ECO FACT

Did you know that we offset over 250 tonnes\* of CO<sub>2</sub> with our carbon neutral shipping program in 2022?

\* Certified by SGS

# The Bigger Picture.

## The most ECO friendly lanyard on the market:

You can now specify your lanyard order with all parts to be eco-friendly, from the safety break down to the clip. Make a more sustainable option the norm and upgrade to our sustainable components on your next order. ECO Rating: ★★★★★



## UK made ECO friendly lanyards:

Available in MOQs from only 50 pcs and with a quick 10 working day turnaround. Our premium UK made eco lanyards are made from a high quality smooth RPET and are dye sublimation printed in a repeating logo.

ECO Rating: ★★★★★



**Choosing one of our Recycled or sustainable material options is always going to be the best for the environment, but it's not the whole story.**

### Pros and Cons of different materials:

- Virgin Polyester** - Readily available, easy to use, suitable for recycling.
- Virgin Nylon** - Strong, durable, can be recycled but not as widely as Polyester.
- RPET** - Polyester made with Recycled plastic, less strong than virgin Polyester but fine for lanyards. Can be recycled again after use.
- Paper** - Looks like fabric; sustainable, recyclable & biodegrades.
- Organic Cotton** - Farmed without harmful pesticides or genetically modified seeds, but still uses a lot of water to grow. Still the best cotton option.
- Plant Silk** - Woven from yarns that have been derived from naturally grown sources but chemically modified to make cellulose.
- Bamboo Fibre** - Bamboo is a quick growing and self regenerating source of cellulose but still requires a lot of water to grow.

### Finishing:

Every extra process in fabrication uses resources and energy. Using undyed materials only removes 1 small stage from the process, but the natural look is a quick and easy way to highlight that a product is more eco friendly.

### Transport and Shipping:

Shipping contributes a large part to the Carbon Footprint of your product. Buying well in advance allows us to ship by sea which has the lowest carbon emissions of all freight methods.

All of our UK held stock is shipped by sea to minimise its footprint.

If goods are needed within 15-25 days they will need to be shipped by air. This has a higher Carbon Footprint - which we offset with our couriers by use of Certified Carbon offsetting programs.

### Lifespan, Repurposing and Recycling:

All fabric, metal and plastic components have the potential to be separated and recycled. We recommend use of high quality lanyards with a long lifespan for daily use. There are several crafting sites with ideas for the repurposing of lanyards.

### 3. Eco Stationery

## The UK's most ECO Stationery

**eco-eco** is the most sustainable range of stationery available today.

Designed from the start to use recycled and sustainable materials, every product has traceable provenance.

Our ECO stock has the following specification:

- Made from a minimum 50% Recycled material.
- Always 100% recyclable.
- Guaranteed like for like or superior quality over comparable non-eco products.
- UK held stock that has been shipped by sea for the lowest Carbon Footprint.
- UK Printed. Means short leadtimes and avoids the added carbon of Airfreight.

That's why we rank eco-eco products a minimum of 4 Eco Stars up to the maximum 5 Eco Stars.

A4 50% Recycled 30 Pocket Zipped Display Book

Eco Rating: ★★★★½★

50% Recycled 7 Pocket Expanding Files and Flexicover folders

Eco Rating:  
★★★★½★





Our range of Superstrong zip bags is made from responsibly sourced materials and responsibly sourced. Made from 95% recycled materials, product and packaging both 100% recyclable.  
Eco rating: ★★★★★

A4 50% Recycled Clipboard Folder. Responsibly sourced materials and responsibly produced. Made from 50% recycled materials, product and packaging both 100% recyclable.  
Eco rating: ★★★★★/★

Pack 5 A4+ 50% Recycled Colour Press Stud Wallets.  
Eco rating: ★★★★★/★

Manufactured from tough, hard wearing masonite our clipboards are made from environmentally friendly materials and are 100% recyclable.  
Eco rating: ★★★★★/★

# 4. Wooden Eco products

Sustainably grown wood options



## UK MADE ITEMS

Our UK made wooden products are all made from certified sustainably sourced bamboo, with a low carbon footprint & biodegradable after use. All are available in standard or your choice of custom shape. All items have a MOQ of 50 and a 10 working day leadtime.

### CHOOSE FROM:

#### 1. Pin and Button badges

All with bar pin or dual pin and clip fixing. Can be printed (including full colour process) or laser engraved.

#### 2. Fridge magnets

With magnetic fixing and print or engraved design on face

#### 3. Coasters

Custom shapes supplied with engraved logo.

#### 4. Keyrings

Custom shapes supplied with jump ring and 25mm split ring as standard, engraved on one or both sides

#### 5. Christmas Decorations

Our exclusive designs include Tree, Santa, Stocking & Bell. All come with a natural twine hanging loop and can be engraved on one or both sides.

All UK wooden items have our ECO RATING of:



We also offer most of these items made from Aluminium which has a long life & can always be recycled. The carbon footprint of manufacture and recycling lowers our ECO RATING to:



## CUSTOM MADE IMPORTED ITEMS

Our range of imported wooden promotional items are made from Basswood or Bamboo, both lightweight fast growing woods that are easy to manufacture with, making them some of the most sustainable woods available.

All items have a MOQ of 100 and a 20 working day leadtime.

## CHOOSE FROM

### 1. Bespoke badges

All with butterfly clutch fitting. Can be printed (including full colour process) or laser engraved.

### 2. Bespoke Wooden medals

Custom shapes supplied with printed or laser engraved logo and a ribbon made of RPET.

### 3. Bespoke Keyrings and Trolley coin holders

Custom shapes or trolley coins, laser engraved on one or both sides

### 4. Bespoke Christmas Decorations

Our exclusive designs include Tree, Santa, Stocking & Bell. All come with a natural twine hanging loop and can be engraved on one or both sides.

### 5. Bespoke Coasters

Custom shapes supplied with laser engraved logo.

*Depending on how they are shipped and packaged we give our basswood products an ECO RATING of:*



*Bespoke packaging can be added to any of our products from simple pouches through to full presentation boxes.*



# 5. Other Eco products

Made from recycled consumer waste

## EVENT WRISTBANDS

Use recycled material for all your one-off use event items like wristbands. We offer a full range of print options on our RPET material so there are no restrictions on design. All items have a MOQ of 100 and a 15-20 working day leadtime.

### 1. Recycled PET Event Wristbands

Eco-friendly dye sublimation printed event wristbands in RPET are ideal for bright, high impact logos with full colour printing on 1 or both sides.

Eco Rating: 



### 2. Pet Collars and Leads

We offer many types of woven Dog and Cat Collars and the matching leads to go with them. These are all options to be made using RPET material. Metal and webbing can be recycled separately.

Eco Rating 

### 3. Webbing Keyring Options

Inspired by the trend for clip on keyrings from big name fashion brands our webbing keyrings can be fully personalised with print and labels in a choice of materials. Made with RPET webbing. Metal and webbing can be recycled separately. Available in 25mm and 20mm widths.

Eco Rating: 



#### ECO FACT

*Did you know that every 100 of our RPET lanyards uses the plastic from approximately 40 x 500ml drinks bottles?*

#### Eco upgrades

*You can upgrade your wristband to use a sustainably produced bamboo toggle for tightening.*

# 6. Rubik's Cube

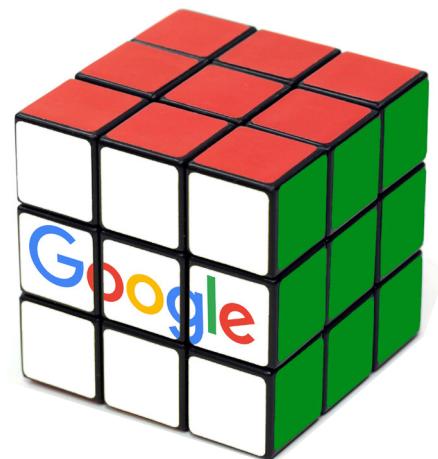
## RUBIK'S CUBE

Rubik's make a full range of promotional items from the iconic 3x3 cube through to desk accessories and keyrings. All promotional lines are made using the very latest recycled material.

Rubiks also offer a choice of environmentally friendly packing options so that products can deliver your full message.

### 1. UK Stock Rubik's 3x3 Cube

The iconic 3x3 cube is held in stock with its classic colours on 5 sides. The remaining side can be personalised with a high quality full digital print. UK stock has an MOQ of 50 and a 10 working day leadtime. UK stock has been shipped by sea in bulk and as such has an Eco rating of:



1



2

### 2. Fully Bespoke Rubik's 3x3 Cube

The original and bestselling Rubik's Cube of the range. Iconic and with 6 faces and 54 printable sections, the Rubik's 3x3 is ideal for your branding promotion. Individually shrink wrapped as standard. Can be supplied in a fully eco friendly 350gsm art paper box for additional charge. MOQs from 300 pcs.

### 3. Fully Bespoke Rubik's Pen Holder

From a range of desk accessories the pen holder even has 2 rows of magnetic squares for paperclips. MOQs from 500 pcs.

### 4. Fully Bespoke Rubik's 3x3 and 2x2 Mini and Keyrings

Shrink that creative message down into the mini cubes or use as a mini keyring. MOQ's from 1000 pcs.

Bespoke stock has an Eco rating of:



3



2



4



Made from PCR – 3rd generation recycled plastics

Our product guides are designed to be a useful tool for staff training and better understanding of ordering specific product areas. They reflect our 30 years of expertise in promotional products and will help you guide your customers to find the perfect product for their requirements.

Contact us for help to upgrade your next order to a greener product.

