

CATALOGUE SIZE REDUCTION (UK & IRELAND)

FAST FACTS:

- 260mm x 184mm catalogue packed full of exciting products
- Lyreco have used 68.9 tonnes less paper creating their 2010 and 2011 catalogues
- Lyreco have been producing their catalogue using 100% recycled paper for the last 5 years

TIMESCALE: 2009 for 2010 catalogue and future issues

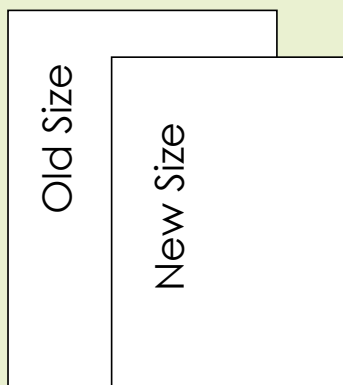
AIM/OBJECTIVE: To reduce the environmental impact of Lyreco's 2010 catalogue by reducing the size.



WHAT WE DID

Following consultation with our customers Lyreco launched a new, smaller size catalogue for 2010.

- A break from the normal A4 size catalogue, Lyreco are proving that good things do come in small packages.
- Lyreco's dedicated Marketing team have ensured that the products are still clear and easy to find, just in a smaller catalogue
- Created on 100% recycled paper this is one of the ways of reducing our impact on the environment even less
- Striving for continual improvement inline with our ISO14001 certification



MEASUREMENT METHODS:

The dimensions of the 2009 catalogue versus the size of the 2010 catalogue

ROLES/RESPONSIBILITIES:

Lyreco's Marketing department to design and implement the 2010 catalogue. This has been distributed to our customers and employees.

BENEFITS:

- Smaller catalogue for customer to have to store
- Smaller catalogue for account managers to distribute and transport
- Clear, concise product details to guide our customers to the correct products
- Less CO2 created as approximately 3.4 less lorries required to transport the reduced size catalogues
- 20% less packaging required

WHERE WE ARE NOW:

- Smaller catalogue using less paper to produce
- Improved environmental product highlighting (light green background)
- Recycled content of products listed next to applicable products

