

Environmental Policy

Last updated: May 1, 2022

We have an Environmental Policy Statement which adheres to standards set by ISO14001 which is used as a guide but for which we are not officially certified.

- We proactively work to reduce our impact on the environment by advising clients how to make best use of printed materials over digital media
- We add value to printed media to ensure it is used to its best abilities and encourage end-users to recycle it where possible
- We only stock recycled paper and FSC and PEFC certified paper products supplied from well managed forests whenever possible
- We choose paper stocks and suggest to our clients stocks that have a reported lower greenhouse gas (GHG) emission rating regardless in situations where this is appropriate
- We offset the emissions of our facility, staff commute, the paper we use and the downstream reported emissions of Canada Post, as calculated by our current GHG emissions study for direct mail, realizing that annually we may adjust this as information changes and reporting and measuring methods improve

Our internal environmental issues and solutions are identified below:

- energy saving devices built in to our production equipment and PC's
- low energy LED lighting in our facility
- low heating requirement in well insulated premises; leading to easily managed consistent temperature range required to keep the presses and paper stocks at their optimum
- all parts of the digital presses are refurbished or recycled when possible - i.e. - cartridges, print heads
- toner waste containers are disposed of through standard waste stream and are inert
- Reducing the use of toxic chemical and ink use and emissions of VOC's from the printing process
- we recycle all paper and cardboard waste through a specialist waste stream

Environmental Policy Statement

Prime Data is a marketing solutions company, focusing on direct mail, print and communications. We are dedicated to making our business sustainable and minimizing its effects on the environment.

The owner and management of Prime Data are committed to managing the environmental impacts of their business on the environment, and strive to prevent pollution, minimize carbon emissions, and reduce waste arising from our own activities and those of our suppliers and customers, wherever possible.

We were the first company to offer carbon neutral direct mail that reduces the environmental impact of direct mail. We commit to ongoing research such as our [GHG emissions of direct mail study](#) and an annual review of these practices.

The company demonstrates its commitment to becoming more sustainable by monitoring and improving our energy and raw materials consumption, and we have a target of 22% less GHG emissions in 2022. We are committed to developing an Environmental Management System in line with the requirements of ISO 14001, and we continually review and improve our environmental management performance where possible for the size of the company.

We ensure that our business complies with applicable legal requirements, and we are committed to preventing any potential environmental pollution arising from our activities.

We inform all employees and contractors of their responsibilities in the execution of our environmental policy and ensure that sufficient resources and training are made available for its effective implementation.

This environmental policy is made available to everyone working for and on behalf of the company, members of the public, and any other interested parties, on demand.

Wherever possible, we purchase paper from suppliers with FSC and PEFC certification, and strive to use paper with a post-consumer waste content.

We work with our customers, supply chain, and other stakeholders to create sustainable marketing and print solutions that minimize environmental impact.

We belong to the Sustainable Mail Group - www.sustainablemailgroup.ca - with the goal of improving our knowledge surrounding sustainable print and mail and contributing to the best practices that the industry uses.

Wherever possible, we look to source raw materials, products and services from companies with sound environmental credentials.

We are committed to improving our environmental performance, and review our policy on a yearly basis to set new targets and objectives.

Updated by: Steve Falk

Date : May 1, 2022