

CARBON CHARTER CASE STUDY: PRECISION

Precision offers a blend of digital and direct marketing methods to connect its customers to the people that matter most to their businesses. Integrating technology, data-driven marketing, direct mail, ecommerce fulfilment and enterprise learning to build full knowledge for brands through all of their sales channels.

Precision has retained Gold by:

- Installing 200 KW of solar PV - this is enough to power their entire production unit through the Summer months.
- Investment in electric vehicles and EV charging available onsite - there are no longer any fossil fuel cars in the company fleet.
- Operating under a Carbon Neutral Business Model - footprints are calculated annually with all unavoidable emissions offset.
- Establishing a Green Champion to implement actions across the company.
- Effective segregation and recycling is carried out for cardboard, paper and plastics onsite.
- Compostable potato-based film is offered as packaging to all customers and is set to become standard practice.
- Biodiversity is encouraged onsite in their wildflower meadow.
- The Precision team took part in the planting of a carbon offsetting tree planting scheme at a local school in Bury St Edmunds.
- Three Precision staff members have undertaken and passed the Carbon Literacy Course run by the Carbon Charter.



"Becoming carbon neutral is something we have been striving towards for the past 6 years, for our customers, for our employees and for the planet. Since the beginning of 2020 we have officially been operating a carbon neutral business model, but our journey won't stop there, we will continue to introduce new sustainable initiatives, new ways of working to improve our carbon footprint and reduce our impact on the environment as part of our carbon neutral company commitment."

www.precision.co.uk

Nick Pryke - Precision

Interested in becoming a member?

www.carboncharter.org

