

## Being Green needn't cost the earth!

This edition of the DCA magazine has had its usual plastic wrapping replaced with the YM Group's award-winning Paper Wrap. An exciting new wrapping already being taken up by increasing numbers of customers wishing to tackle an important subject.

Globally, the War on Plastic is perhaps the most high-profile issue in terms of the public consciousness, with a growing awareness and public outcry demanding that action must be taken.

Television documentaries such as Sir David Attenborough's compelling 'The Blue Planet' have driven home the message that our continued use of plastics is not only killing our environment

but is also having a devastating effect on the animal world. Several studies along the world's beaches have graphically catalogued the devastation, including the impact on marine life and the bird population.

In specific relation to the print industry, consumers are starting to complain to publishers and retailers about important items of mail and other communications they receive in polythene. Similarly, newsstand and subscription magazine publishers are also in the firing line. Fears persist that this will be detrimental to brand image unless steps are taken. Customers are demanding a realistic alternative to plastic wrap, but at the

same time there is nervousness about potential additional costs. Big brands are keen to be seen "doing their bit" for the environment but this has to be balanced with budgets and financial constraints. Too many previous marketing print projects had proved cost prohibitive, rendering them a "nice to have" but unaffordable for the respective business. The challenge for the YM Group was to devise and create a product that tackled all the issues and concerns expressed in the marketplace and come up with a credible, realistic and cost effective solution.

The YM Group felt they had to do their bit, undertaking in-depth research into the current plastic wrap market. Already having their own poly wrap equipment within the Group, this provided a head start in understanding the base customer profile. Commercial models were built to understand actual costs in detail, including material comparison of poly versus paper, the effects on postage and the additional benefit of adding variable data to the Paper Wrap.



YM Group's direct mail specialist, The Lettershop Group (TLG), has an industry leading reputation for innovation and developing bespoke technology in-house. TLG led the charge on behalf of the YM Group with this initiative. The brief was to find a paper-based solution fit for purpose, that was commercially viable and, crucially, fully recyclable. Engaging proactively with customers and consumers the YM Group also worked very closely with Royal Mail's technical team to create potential solutions. Multiple trials were conducted over a period of several months until the product was deemed satisfactory

The Group's close liaison with Royal Mail throughout the planning and R&D stage has ensured the Paper Wrap product can qualify for a variety of Royal Mail discounts. Therefore, much of the perceived additional cost of transferring from plastic to paper is offset by the additional savings realised through postal discounts. Personalising messages through the digital printing process also gives clients a huge advantage and improved return on investment through more effective targeting. 'Going Green' needn't cost the earth with this new eco-friendly solution.

The YM Group's Paper Wrap offering was

successfully launched creating a buzz in the industry and beyond. The company was even featured in a BBC Look North series focussing on what businesses were doing to tackle the scourge of plastics. The TV crew had a site visit and tour of the operation with filming taking place at the TLG Leeds facility. The fact that the Paper Wrap can be used for both A4 and A5-size products has proved a compelling proposition. It has sparked huge interest amongst a variety of Retailers, Publishers and the subscription magazine sector, as well as customers in other sectors.