

ENVIRONMENTAL POLICY

Leaner and Greener

Open Water is a creative, client focused graphic design company based at Barham Court, Maidstone in Kent. Surrounded by miles of beautiful countryside it is impossible for us to ignore our responsibility to the environment.

As a web and print design company we know that our actions and advice have the potential to be a negative or positive force. Our aim as a business is to make our environmental impact as minimal as possible and to make environmentally responsible decisions. To aim to be more of a positive force than negative.

OUR COMMITMENT

Our work should be lean and efficient. Minimising waste specifically when designing for print and packaging. Making the environmental impact a consideration throughout the design process.

Reducing waste. Reuse paper, recycle waste, use electronic communications, print out as little as possible.

Use materials that have a low environmental impact. Use only recycled or paper from sustainable forestry (FSC). Promote the use and benefits of FSC materials to clients.

Wherever possible use printers and suppliers that have a responsible approach to their own environmental impact. Create ongoing dialogue with suppliers (especially printers) about best practice and available options to reduce environmental impact.

Avoid unnecessary journeys and use efficient vehicles to reduce fuel consumption. Wherever possible use public transport, walking or cycling to make journeys.

Create an open, honest and creative approach to the issue within Open Water and through our advice to clients.