

News Release
For immediate release
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MAA recognised by World Land Trust for contribution to reducing carbon emissions

Marine marketing agency, MAA, has been awarded a certificate from the World Land Trust by its printing partner, Stanbury Chameleon, in recognition of its first full year contributing to reducing carbon emissions by using carbon balanced paper.

Last year, MAA's Hampshire-based print partner became fully carbon balanced enabling MAA to reduce its environmental impact and carbon balance its own printed collateral. Stanbury Chameleon is one of only a handful of printers in the UK to be certified by worldwide conservation charity, the World Land Trust (WLT).

Since May 2018, MAA has been balancing carbon dioxide, through the WLT, to help enable the WLT to protect critically threatened tropical forest.

“Working in the marine industry you are particularly aware of the effects of climate change and our impact on the planet,” says Mike Shepherd, MAA’s Managing Director. “We are delighted to be able to contribute to protecting the environment in this way.”

The partnership with Stanbury Chameleon means that MAA also offers carbon balanced printed material and publications to its clients, helping them to be more eco-friendly too. Any print bought via MAA can have the carbon balanced publication World Land Trust logo added.

Mike adds: “With Stanbury Chameleon as our sole print partner, all our printed materials and those we manage for our clients will continue to be carbon balanced.” The Carbon Balanced Publication logo from the World Land Trust on printed material is the highest endorsement of integrity and credibility.

MAA offers an extended range of services to its marine and non marine clients across the UK and Europe. Services include litho or digital printing of anything from brochures to catalogues and large format display items like bespoke stand build and roll-up banners.

ENDS

Notes to editors

MAA

- MAA provides simple, no-nonsense solutions to companies' advertising, PR, media buying and marketing communications needs.
- From brand development to website design, digital marketing to PR, MAA offers a straightforward, knowledgeable and service-orientated approach.
- MAA is able to offer unrivalled value to help clients reach their target markets.
- For more information visit www.maa.agency

World Land Trust

- For more information about World Land Trust, visit www.worldlandtrust.org

Stanbury Chameleon

- For more information about Stanbury Chameleon, visit www.sc-print.co.uk
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