



MEDIA RELEASE

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Wal-Mart Packaging Review Improves Environmental Credentials for Tasmanian Printer.

Sprinta Print, Tasmania's first environmentally responsible printer has been inspired by Wal-Mart, the world's largest retailer, to address landfill and packaging issues.

After reading an article about how the giant American retailer was saving \$4.5b by cutting down on packaging, David Peck, Managing Director of Sprinta Print, decided to apply the same initiative to his company.

"We have been looking at all aspects of our business to live up to our claim of being Tasmania's first environmentally responsible printer, including the way we package the tonnes of printing we produce every year," David said.

"It is amazing how much waste there is in packaging and how many harmful products are used, which are basically designed to be thrown away," David added.

"We no longer offer plastic wrapping as a packaging product, because this can take decades to breakdown when it is sent to landfill. We are no longer wrapping paper in paper. What is the point? It arrives with the client and the first thing they do is tear it off and throw it away. It doesn't get recycled because it looks like rubbish.

"We pack all our printed materials in recycled boxes and, so far, all our clients have been very happy.

"We are firm believers in thinking globally but acting locally and, if Wal-Mart can save billions of dollars and reduce landfill to zero by 2010, we can set a good example to Tasmanian businesses.

Sprinta Print, through its design division is also working with Amcor, the national packaging company to develop a new, environmentally responsible box.

"We were proud to be asked by Amcor to help develop the new packaging product. It recognises that there is room for improvement in the packaging area and recognises the commitment and achievements of Sprinta Print in leading the way in Tasmania as an environmentally responsible business," David said.

For further details, photo opportunities and interviews, please contact David Peck on (03) 6334 3577.