



11th February 2020

Otter House launches ambitious plans to reduce environmental impact

Otter House, one of the largest cards, calendars, stationery and giftware publishers in the UK, is introducing new measures to significantly reduce its environmental impact.

In conjunction with its sister companies Calendar Club and Carousel Calendars, the Exeter-based publisher has tasked a team of employees in key strategic roles with measuring current levels of impact, identifying opportunities for improvement and setting ambitious targets.

The team is chaired by Steve Plackett (Managing Director, Carousel Calendars), who said: "It's only too easy to carry on regardless and do nothing, but we all have a responsibility to look after our planet. We have set challenging targets to hit which will require a lot of dedicated and detailed work by all our staff, and I'm proud to say that we have a committed team that is passionate about improving our environmental performance".

The key targets embraced by each company within the Group are:

- Calendar Club, Carousel Calendars and Otter House will each become a carbon neutral company from July 2021 for their direct emissions.
- Each company, and the Group overall, will reduce energy consumption by 20% by 2024.
- 100% of calendars published by Carousel will be printed on FSC-certified paper by 2022.
- 95% of the calendars sold by Calendar Club and distributed by Otter House will be printed on FSC-certified paper by 2022.
- 50% of calendar product published by Carousel and sold by Calendar Club and Otter House will come in plastic-free packaging by 2022

The initial scope of the project is broad-ranging and encompasses all aspects of the business, from the manufacture and sourcing of products, through to the processing of waste materials at the end of the selling period. The team are in the process of mapping and reviewing all waste streams within the Group and further targets will be set in this area when this work is complete.

The team have already seen success in a number of areas. Notably, a number of suppliers to the Group have already committed to switching their calendar and diary production to FSC-certified paper for their 2021 dated lines.

As manufacturers of calendars and gift products, Carousel and Otter House have been honing their product design and packaging for several years. They have shared some of their plastic-free packaging specifications with other publishers and have

been encouraged by the positive response, and the similar work already being undertaken by some of their major partners. By setting clear targets on the proportion of calendars sold with plastic free packaging, Calendar Club plans to reinforce this initiative within the wider calendar publishing sector.

By taking a panoramic view of these complex issues and leading others in the industry in doing the same, Otter House plan to reduce both their direct and indirect impact on the environment.

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About Otter House

Otter House is a leading UK publisher of greetings cards, calendars, stationery and giftware supplying rooftops across the country and overseas. Otter House's charity division operate fundraising and mail order solutions for numerous of the UK's largest charities helping to raise donations in order to support the vital work they do.

About Calendar Club

Since first opening doors to its UK stores in 1998, Calendar Club has grown to become synonymous with the festive season. Its network of over 270 seasonal stores across the UK & Ireland, and its successful retail website, now offer a wide range of traditional dated product such as calendars and diaries, along with other stationery, gifts, stocking fillers and much more.

About Carousel Calendars

Carousel Calendars now distributes over 1,000 products by bringing together its own collection of published calendars with those of other key UK and International publishers to create the Great Big Calendar Collection providing a single source of calendars that meets all of our customer requirements.

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