

# Printing of 35,000 catalogues replants 48 trees

The Lyreco Group is a leader in Europe and the world's third-largest distributor of products and services for the workplace. The group has roots dating back to 1926, and today has an impressive number of branches in a total of 25 countries in Europe and Asia, as well as servicing 17 other markets on four continents through a network of distribution partners.

Alongside Lyreco's stature, they take responsibility, which means also having an ethical procurement policy. This means, for example, that they offer eco-labelled office products, ensure ethics and compliance in all the countries in which their suppliers operate, and develop responsible processes from ordering to delivery and right up to the end of the product's life.



## Keen focus on responsibility

Given Lyreco's keen focus on responsibility, it was only natural that their new product catalogue should be printed responsibly and with the least possible impact on the environment.

With Stibo Complete's environmental certifications, we were once again this year able to meet their needs for e.g. Swan-labelled, FSC-certified paper and 100% recyclable paper.

## 48 trees replanted

With Lyreco's 2023 catalogue, Lyreco has chosen to tell the good story about responsible forestry in connection with the production of this printed matter, a story which is also reproduced on the inside of the catalogue. Because with an extra bit of calculation we were able to work out that for the 35,000 catalogues printed, 48 trees were replanted. This corresponds to three times as many trees as were actually used.

*We again chose to use Stibo Complete as supplier for our printed catalogue. We have a keen focus on burdening the environment as little as possible, and in that respect we always feel completely confident using Stibo Complete. Our cooperation on how we print as responsibly as possible is unsurpassed. The fact that Stibo is located in Denmark is also an important factor for us, as the transport footprint can be minimised. Thank you for another great collaboration with our 2023 catalogue.*

**Dina Flygenring**  
Head of Visuals & Design

