

PROMOTIONAL MATERIAL

Review the quantity and range of your promotional material to reduce costs and paper wastage:

- Rely primarily on a web-site to communicate with your target market.
- Design brochures to use page space efficiently when designing layouts.
- Print on recycled paper with environmentally friendly inks. For a list of printers offering these services go to the [ECO-Find database](#) and type 'printing' into the Keyword box.
- Produce multi-purpose publications.
- Use pricing inserts so that these alone can be updated on a seasonal or annual basis.
- Organise joint marketing campaigns.
- Print according to your short term needs so that you don't end up with excess obsolete copies.
- Offer customers the option of receiving promotional material electronically, and encourage this by putting your e-mail and web site addresses on all publications.