

**JAMES
CROPPER**

EST. 1845

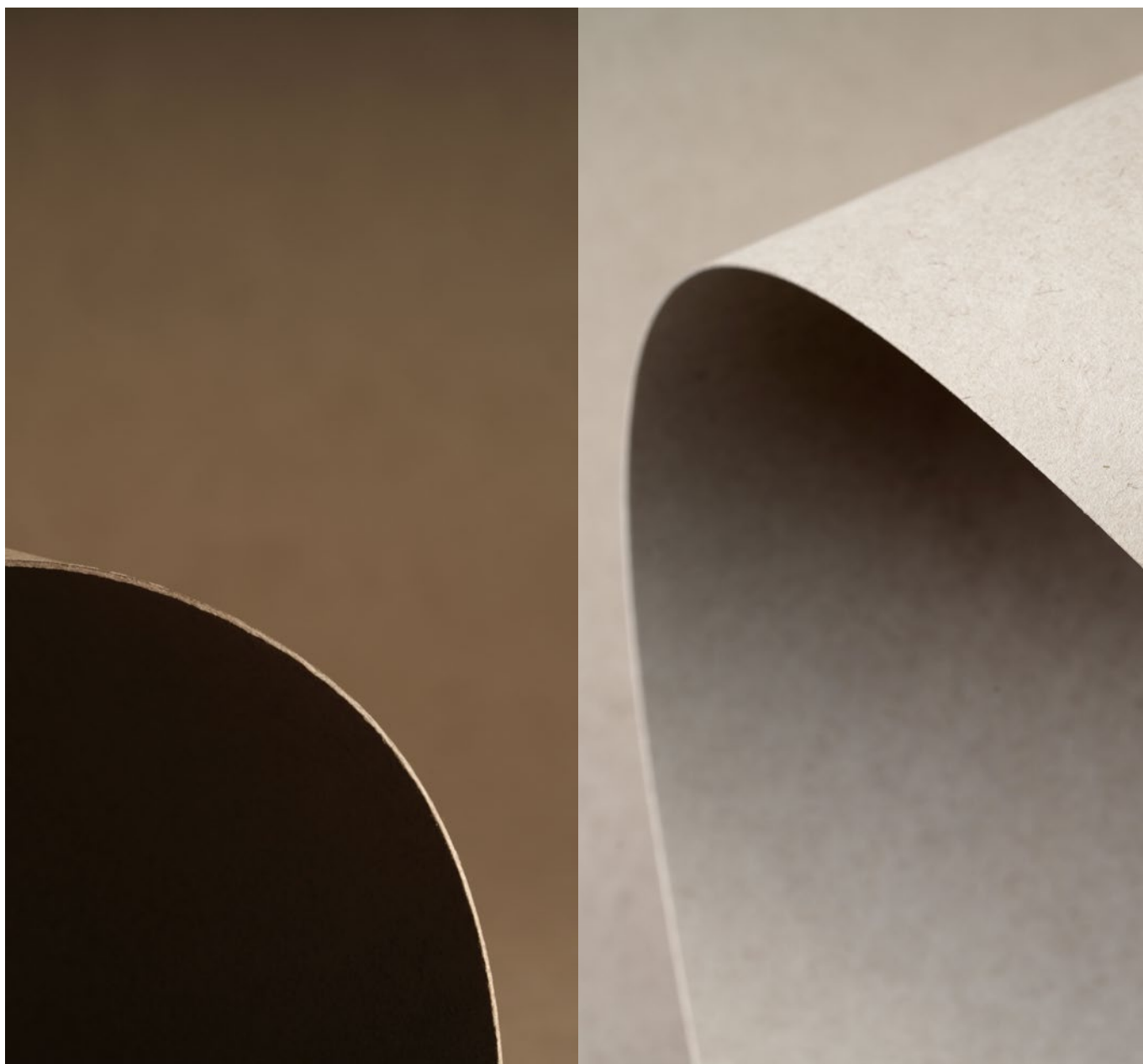


TECHNICAL SERVICES DOCUMENT

Wainwright
COLOURS FROM NATURE

TARGET SECTOR

Packaging and publishing



MANUFACTURED IN GREAT BRITAIN

100% UPCYCLED FIBRE CONTENT

Wainwright
COLOURS FROM NATURE

To coincide with our partnership with the Wainwright Prize, our Wainwright Colours from Nature collection is inspired by the footsteps of Alfred Wainwright and his love for the Lake District landscape.

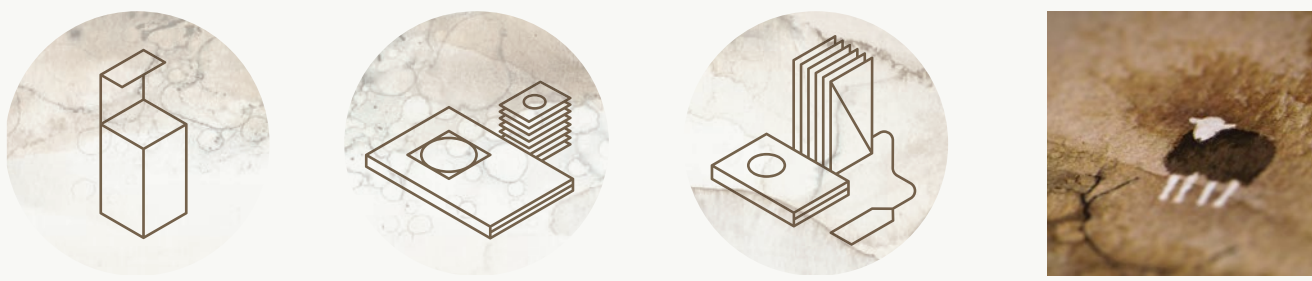
Made with 100% recycled fibre and dyed with natural ingredients, Limestone and Herdwick Brown are both derived from rosemary extract which has been upcycled from waste streams. Pioneering materials to celebrate our environment.

FibreBlend
UPCYCLED TECHNOLOGY

100% UPCYCLED
FIBRE CONTENT

APPLICATIONS

Folding boxes, presentation folders, business cards, brochure covers, invitations and tags



APPLICATION SUITABILITY

- | | | |
|-----------------------|---------------------------------|------------------------|
| • Cosmetic packaging | • Retail packaging | • Presentation folders |
| • Fragrance packaging | • Wines & spirits packaging | • Business cards |
| • Gift packaging | • Portable electronic packaging | • Brochure covers |

PRINT SUITABILITY

- | | | |
|-------------------|-----------------|--------------------|
| • Dry Toner | • Die cutting | • Lithography |
| • Flexography | • Laser cutting | • Relief Processes |
| • Foil Blocking * | • Letterpress | • Silkscreen |

* Testing recommended



Is Wainwright Colours from Nature suitable for foiling?

Yes, the Wainwright Colours from Nature collection is compatible with metallic, pigment and holographic foils, making it perfect for a variety of applications.



Where does the rosemary come from?

The rosemary is grown as an annual agricultural crop, sourced and processed in Spain, where non-edible waste is extracted and upcycled into a dye by a patented new method.

Why aren't all paper products dyed with naturally sourced ingredients?

Synthetic and natural dyes behave differently and as such, have different properties and benefits.

The Wainwright Colours from Nature collection represents an alternative to traditional synthetic dyes, from renewable origins but subject to greater variability and only available in a small palette of colours.

Synthetic dyes are designed to be highly efficient and consistent in use, with a wide colour gamut available, including vivid bright colours.

Is it FSC® certified?

Yes, all of the paper fibre is from recycled sources, and so the collection is certified to the FSC® recycled label, which recognises the important role that recycling plays in the entire paper lifecycle.

Is the recycled content post-consumer?

The recycled content is a mix of 40% post-consumer waste (PCW) and 60% locally sourced pre-consumer waste, which means the collection meets many legislative requirements.

Is Wainwright Colours from Nature manufactured to recognised industry standards?

Yes, further information regarding compliance can be found on the next page.

Can James Cropper emboss Wainwright Colours from Nature?

It is possible to apply embossing as part of our Tailor Made service offer. Please speak to your sales contact to discuss in more detail.

Can you convert paper on-site at James Cropper?

James Cropper offer a lamination service for production makings to convert paper into a thicker board, but do not offer packaging converting.

Can I use different printing methods on Wainwright Colours from Nature?

Yes, further information regarding print suitability is provided on the previous page.

TECHNICAL DATA

	Herdwick Brown	Limestone	Tolerance
Thickness/gsm :	350 gsm	350 gsm	+ - 5%
Bendtsen Roughness ml/min	300	300	TARGET
Cobb (1 min) g/m	20	20	TARGET
	30	30	MAXIMUM
Burst kPa:	735	735	MINIMUM
Moisture %:	7.5	7.5	- 1.0 + 0.5

SHEET SIZES AND WEIGHTS

	350 gsm
	B1
Herdwick Brown	*
Limestone	*

Available from stock in packs of 50

ENVIRONMENTAL CREDENTIALS



Fully
Recyclable



CHP
Recycling
Energy



Elemental
Chlorine
Free



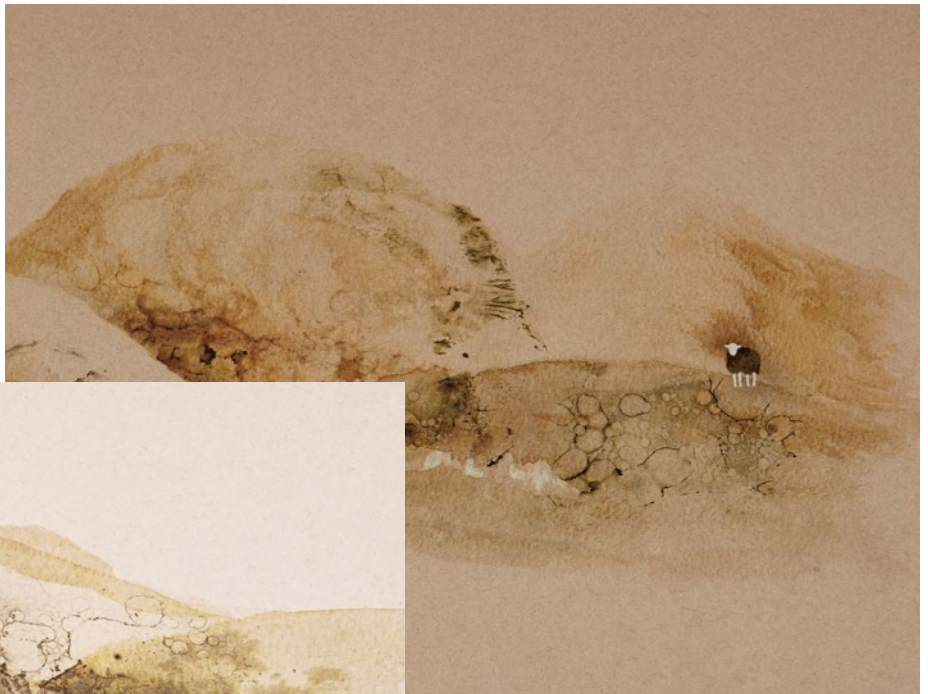
REACH
Compliant
(EC No 1272/2008)



The mark of
responsible forestry



SOURCED FROM NATURE



INHERENTLY BIODEGRADABLE

JAMESCROPPER.COM | +44(0) 1539 818240 | BURNESIDE MILLS, KENDAL, CUMBRIA. LA9 6PZ. GB

CUSTOMERSERVICE@CROPPER.COM

JAMESCROPPER.COM/WAINWRIGHT-COLOURSFROMNATURE