

# Hambleside Merchandise

## Lanyard Case Study

### Summary

Lanyards are a popular product among our education clients and we are continually sourcing new and innovative ID options, and eco-friendly alternatives.

From bamboo based lanyards to PVC-free inks, we have many different options for our more environmentally conscious customers, have a read through below to find out more.

### The problem

Many ID products are flown in from Asia without consideration for the environment. Furthermore, the lanyards themselves can be unethically sourced and made from non-biodegradable and non-recycled materials.

### The approach

We endeavor to offer an environmentally friendly lanyard option for our clients. As more sustainable options are becoming available on the market, they are becoming increasingly popular among our customers.

For those concerned about their product's carbon footprint, we offer UK made lanyards which eliminate the need for shipping from abroad.

### Our goals:

- Consider several variables before recommending the most appropriate lanyard, including budget, purpose, target audience, distribution method and sustainability
- Recommend suitable options by size, material, print method, fitting, packaging, accessories, environmental qualities and shipping method
- Provide samples, visual and full quotation for the preferred solution
- Assign a dedicated Account Handler throughout order process to ensure proofing and delivery process is accurate and efficient.

### Performance and results

Often, production and shipping from the Far East is the most cost effective option for educational institutions; however, our transport options to the UK consider the environment. Sea freight shipments can be arranged which are more economical on fuel. For the more time sensitive orders, airfreight is an option and we can arrange to offset these journeys as part of a carbon offsetting scheme to combat the negative effect on the environment.

We use UPS to ship from the Far East; UPS purchases certified carbon (CO<sub>2</sub>) offsets to give a way to balance out the emissions produced by the transportation of shipments. UPS has supported projects that include reforestation, landfill gas destruction, wastewater treatment, and methane destruction. The CarbonNeutral Company has verified the UPS shipment program and certified it to be CarbonNeutral®.



### Company profile

- Hambleside Merchandise
- Bronze member
- Hambleside Merchandise is a specialist distributor of promotional merchandise to support brand initiatives and marketing activities. Our membership to the EAUC confirms our commitment and efforts in working to high environmental standards. We are experts in supplying merchandise to the education market.



In addition to the freight choices, the lanyards we supply can they themselves be eco-friendly and sustainable due to the materials used to create them. The eco materials we offer are plant fibre, including corn and bamboo, and recycled PET (recycled plastic bottles).

Make a statement for the environment with one of our Earth-Friendly Bamboo lanyards. They are also perfect for highlighting an environmental cause. These lanyards are made from bamboo and are as Earth-Friendly as they get! Bamboo lanyards are manufactured from bamboo fiber, giving them a very soft and smooth texture. Since they are made from bamboo pulp, they are biodegradable and do not negatively impact landfills once they have outlived their usefulness. Bamboo is a naturally fast-growing resource. Our growing and harvesting methods ensure natural and safe crops, year after year.

Why not try using non-toxic vegetable-based dyes? These lanyards contain substantially lower levels of volatile organic compounds (VOC's). Additionally, the process by which they are created has significantly lower emissions of hazardous air pollutants (HAPs), making them extremely Earth-Friendly. Using these materials and methods demonstrates the technological advances we are making in protecting the environment and providing for the future.

Additionally, we can apply your imprint using inks that are free of polyvinyl chloride. Choose these PVC-free inks for a truly eco-friendly product.

### **Further information**

For further details on all our lanyard and ID options, please contact us via phone on 02392 354 960 or via email at [sales@hambleside.co.uk](mailto:sales@hambleside.co.uk).

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