

Information

Coffee
notes™

Simple sustainable stationery

{re}think

Sit back. Switch off. Relax and unwind.
Our Coffeenotes™ range of simple, sustainable stationery is here to help you find space and connect with things that really matter.

Coffeenotes is a family business, based in Dorset, UK, designing and manufacturing simple sustainable stationery with a difference.

We use a paper made in the UK from recycled coffee cups for all our writing paper, hence the name Coffeenotes. This creamy luxury paper, made to our own specification in Cumbria, accounts for over 95% of our paper use with the remaining 5% made in European mills using repurposed waste from food, drink and textile manufacturing.

We celebrate the art of putting pen to paper. Whether you are writing, drawing or doodling, learning, organising or corresponding, there is a purpose and a sense of well-being associated with the physical act rather than the digital process.

We are **genuinely** sustainable.

The United Nations definition of sustainability: **'meeting the needs of the present without compromising the ability of future generations to meet their own needs'** is our standard.

We consciously design and manufacture our products to minimise their impact on the planet. We don't just use recycled or FSC paper. We investigate all of our raw materials, we use innovative production techniques and we consider the end of life disposal of the product; a holistic approach to create a circular economy.

Coffeenotes {re}writing our planet's future.
Join the sustainable stationery revolution...



- **2.5 BILLIONS** cups are thrown away each year in the UK
- Polyethylene coating of coffee cups means that they are only recyclable through specialist facilities

- **ZERO WASTE** 95% of cup waste is converted back in to paper and the remaining 5% of plastic is used for energy recovery in the production of recycled paper

CupCycling and the CupCycling logo are trademarks of James Cropper plc and its subsidiaries.

OUR PRODUCTS

We design notebooks, notepads, planners and social stationery (notecards, greetings cards, writing paper and gift wrap) in a minimalist style. Our layouts are simple and flexible; designed to provide structure without being prescriptive.

Our creamy luxury coffee cup paper is made from recycled coffee cups in Cumbria by James Cropper Paper in an innovative process called Cupcycling.™ Fountain pen friendly and suitable for artists, it is beautifully textured with a noticeable 'tooth'. Notebooks are available with plain, lined or dotted paper.

Our covers showcase sustainable boards in rich colours and curious textures made from repurposed waste from the food and drink industries, and from textile manufacturing.

There are eight collections to choose from, reflecting the origin of the repurposed and reclaimed waste used for the covers: Café, Nut, Fruit, Beer, Tailor's, Pure, Classic and Vibrant.

Our stationery is available in various coffee cup inspired sizes: Piccolo, Tall, Medio and Grande.



If we could build an economy that would use things rather than use them up, we could build a future

—Ellen MacArthur

If it were not for the pulp and paper industry operating worldwide for the past 150 years, the CO₂ levels in the atmosphere would be 5% higher than they are at present

—Confederation of Paper Industries

There aren't many industries around that can aspire to become genuinely sustainable. The paper industry, however, is one of them; it is inherently sustainable

—Jonathan Porritt, *Friends of the Earth*

COFFEENOTES IS DIFFERENT

We recognise the difficulties in evaluating the sustainability of any product, but feel there are significant misconceptions about the sustainability of stationery products.

The core material of most stationery is paper, which clearly can be sustainable, but many of the accessories added to the paper and the processes used to manufacture the products make them unsustainable. Using FSC or recycled paper is not enough. If a notebook cover is laminated or made from faux leather, has an elastic strap attached or is bound with nylon covered wires the notebook cannot be recycled and **will not** biodegrade in landfill.

At Coffeenotes we consider the full life cycle of our products. We research all the materials we use; paper, inks, glues, packaging and binding materials and even the mills that produce our papers. We use the knowledge and experience gained during our 35 years in the printing and paper industry to evaluate which manufacturing processes are the most sustainable for any individual product, including energy use. Finally, we consider the end-of-life disposal of our stationery; only creating products that can be recycled or composted, with nothing destined for landfill.

We design, print, bind and hand finish our products ourselves at our factory in Dorset, UK.

COFFEENOTES DO'S AND DONT'S

We don't:

- ✘ add unnecessary embellishments. We allow the luxury papers and boards to take the spotlight with their rich colours and interesting textures and we use a minimum amount of ink, saving energy and resources.
- ✘ use laminates or plastic. We fold covers rather than glue to add structure. The wire used in our wirebound notebooks has no plastic coating and can be recycled. We have no plastic packaging.
- ✘ use glue unless we have to, such as on our notepads. We use the minimum amount possible and only in quantities that do not prevent the paper from being recycled.

We do:

- ✓ print in the most sustainable way for each product to avoid waste and conserve energy; both digital and litho.
- ✓ minimise waste and recycle wherever possible.
- ✓ reuse waste paper for our packaging, no plastic at all.

- ✓ work with paper mills who have robust environmental standards; both in terms of their energy supply and water usage, and in their desire to use repurposed waste as an alternative source of fibre for papermaking. We recognise the sustainability of FSC papers and the benefits of using recycled fibre but we encourage innovative approaches to creating fibre from repurposed waste and from crops that grow faster than trees such as hemp and bamboo.
- ✓ apply a policy of reuse to many of our products. The reverse of our notepads, planners and wrapping paper are printed with dots to encourage you to use the reverse for doodling or lists once the front side has been finished with.
- ✓ research new products and techniques to ensure that we constantly innovate.
- ✓ monitor and measure our own carbon footprint, working with the World Land Trust to offset the carbon that we cannot avoid producing; ensuring that Coffeenotes products are carbon neutral.

Coffeenotes founders, Mark and Sarah Downey have been running their print business in Dorset since 1991. Passionate about sustainability, they made recycling part of family life as they raised five boys.

The pandemic gave them the time and opportunity to research and develop a genuinely sustainable stationery brand around their bespoke coffee cup paper.

Coffeenotes sets a new standard for sustainable stationery; beautiful, simple products consciously crafted to minimise their impact on the planet.

Do tell us what you think... or challenge us! We would love to hear from you.

Check out the FAQs on coffeenotes.shop. For further information see the websites opposite.

Best wishes from the Coffeenotes team.

I hate waste, so repurposing, upcycling and recycling have always been a family mission

—Sarah Downey, Founder

FOR FURTHER RESEARCH

jamescropper.com

fedrigoni.co.uk

favini.com

world-en.gmund.com

fsc-uk.org/en-uk

pefc.org

twosides.info

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