



# TELLING YOUR STORY WITH PAPER

*Mark Cropper, James Cropper Plc, Chairman*

James Cropper papers have long been the choice of leading designers, conservationists, artists, writers and poets. We've been making fine papers for publishing and premium packaging since 1845 in the very town where Alfred Wainwright lived and worked.

In fact, in 2005 we produced a custom-made paper, matching the paper from the first editions, for the 50<sup>th</sup> Anniversary Wainwright pictorial guides that were once again printed in Kendal.

Whilst our location and the natural medium of paper connect us to Wainwright's wonderful legacy, it is that mutual respect and celebration of nature and conservation that sit at the heart of our sponsorship of the Wainwright Prize.

Being located amongst the Lake District fells, stewardship of the natural environment is integral to our business operations at James Cropper, as well as to the papers we make. Our actions and commitments are restorative and regenerative, and aligned to the health of the planet today and for future generations.

The river that supplies our water for papermaking is a Site of Special Scientific Interest, the water purity essential to the endangered species of crayfish that live there. That's why over 91% of the water we use is returned clean and safe to the river downstream of the mill, with around 7% embodied in the papers themselves. The remaining 2% is lost to steam during the process.

From crafting beautiful papers from responsible sources to devising innovative ways to turn waste into a resource, we never stop evolving so we can look forward to a smarter future. The fresh fibre we use to make paper is certified to FSC® standards, aiming to protect high carbon ecosystems such as forests and drive biodiversity and forest growth in our supply chain.



As specialists in upcycling fibre, James Cropper created the world's first recycling process dedicated to upcycling take-away cups.

By harnessing the valuable natural fibres in the billions of coffee cups which are thrown away every year in the UK, our CupCycling® facility has closed the loop for what was once an enormous waste stream, giving it new life. We work with world-leading brands, and people across the globe connect with our papers in different ways. They can now buy premium greetings cards from Hallmark, take their purchases home in carrier bags from Burberry and Selfridges, or read books that had a previous life as a coffee cup. In fact, the very paper that this magazine is printed on is made from old coffee cups!

Our expert knowledge of fibre and upcycling is core to our papermaking craftsmanship. Whether making bespoke papers to order, our own Vanguard collection of coloured papers for print or the Rydal collection of papers designed for packaging, all are made from natural renewable sources.

Throughout society, people are increasingly rediscovering a love of books and spending more time connecting with nature and green spaces. We are delighted to support the authors involved in this year's Wainwright Prize who are telling their story with paper; writing such wonderful books, and inspiring book lovers of all generations, to connect with the natural world and share an intrinsic attitude towards global conservation.



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