

BREVET DE TECHNICIEN SUPERIEUR

COMMUNICATION GRAPHIQUE ET PRODUCTIQUE GRAPHIQUE

EPREUVE U.2

ANGLAIS

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With royal recognition

The Beacon Press near London lights the way for an entire industry when it comes to environmental protection. Chairman Mark Fairbrass has reaped numerous honors for his efforts. Even the Queen is delighted with Great Britain's greenest printer.

Mark Fairbrass has been referred to as "Great Britain's greenest printer" or in *Printweek* even as a "green trailblazer" and "the daddy of earth-conscious printing".

Mark Fairbrass, 57, chairman of The Beacon Press – a printing firm in Uckfield, East Sussex, an hour and a half south of London, 5.5 million British pounds in turnover and 57 employees – does what he can to further his reputation as an innovative, environmentally conscious printer. Admittedly an increasingly difficult undertaking, since Fairbrass has already won just about all the important prizes there are to win. In Great Britain and even the world, Beacon Press is indeed considered to be a guiding light in the implementation of high environmental standards. All the more appropriate it was 27 years ago when he chose a beacon for the name and logo of his then unknown business.

The awards are displayed in the firm's reception room, and there's hardly any space left on the shelves: twenty-two environmental awards since 1993. He does say of his latest prize, the Queen's Award for Sustainable Development 2003, that it could be the icing on the cake of his career as Great Britain's greenest printer.

Some 100 green initiatives have earned him his reputation; some are symbolic gestures and investments likely never to pay off, others are concrete, profit-oriented business measures. By planting 650 trees, Beacon Press became the world's first carbon neutral printer certified by Future Forests. [...]

The firm has eliminated industrial alcohol from damping solutions by installing the latest printing presses. It recycles 95 percent of solvents in its own filtration plant and uses only vegetable-based inks. In his annual Environmental Report, Fairbrass meticulously lists how he reduced alcohol consumption down to zero, how much CO2 and hazardous waste his company produces, how the figures for printing ink, water and solvent consumption have developed, and how much electricity, gas and diesel were consumed in day to day operations. The results are anything but negligible. Fairbrass calculates that recycling waste paper alone saves him £19,000 a year in disposal costs; cutting out industrial alcohol saves at least £16,000 a year, and the recycling of cleaning solvent saves another £24,000 a year on the firm's six-color press alone. Inestimable

however is the value of his image, his uncontested leadership in the green sector.

"Something like this is invaluable advertising," says Fairbrass. How successfully Fairbrass gets contracts to produce environmental and social responsibility reports for big-name companies is demonstrated by a display shelf in the Beacon Press customer waiting room. It is full of brochures for the likes of BP, Vodafone, Orange, the United Nations and Greenpeace. Fairbrass estimates sixty percent of his turnover stems from businesses that chose Beacon Press on account of his reputation as a "green printer".

No, Mark Fairbrass is not a bearded environmental extremist who climbs down from his tree house and trots barefoot to work. "I'm a businessman who wants to generate sales, make a profit and keep his people in a job." "So please forget the oddball environmentalist image," his expression seems to add. He is a clever businessman and printer who is deeply committed to the environment.

Text: Stefan Scheytt.
Adapted from *Printprocess*.
2003.

With Royal Recognition

TRAVAIL À EFFECTUER

- 1** - Rédigez un compte-rendu **en français** de ce document en 180 mots (+/- 10 %). Indiquez le nombre de mots utilisés. **8 points**

- 2** - Traduisez **en français** le passage grisé . (depuis la ligne 107 "No, Mark Fairbrass..." jusqu'à la ligne 120 "...committed to the environment"). **4 points**

- 3** - Répondez en **anglais** aux **deux** questions suivantes :
 - 3.1** How does Mark Fairbrass combine environmental protection and profit making? (60 to 80 words). **4 points**

 - 3.2** Would you accept to work in another European country? Which one and why? (60 to 80 words). **4 points**

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