

happy new year burns night *happy valentines day* **new baby boy** *happy chinese new year* *happy easte*

**SAIN** PATRICK'S DAY *happy birthday* congratulations on your wedding anniversary **saint george'**

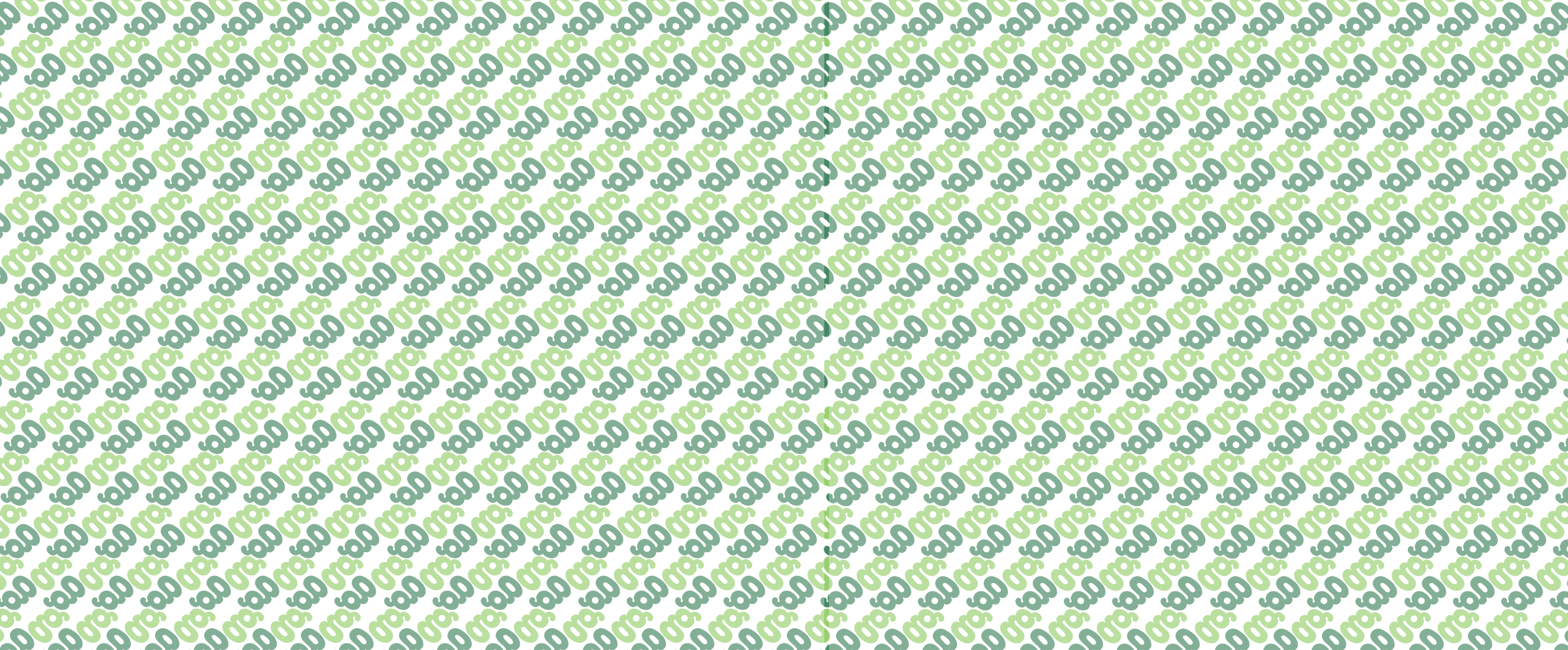
*ay friendship* mothering sunday **MERRY CHRISTMAS greengreetings** NEW HOME

*with sympathy* *enjoy your wedding* *happy halloween* *missing you* **congratulations on your new**

**ob** **SORRY YOU'RE LEAVING** *get well soon* saint andrews day **with thanks** *happy fathers day* *sorr*

*congratulations* **HAPPY HANNUKKAH** *well done* **good luck** *new baby girl* **april fools day** *happ*

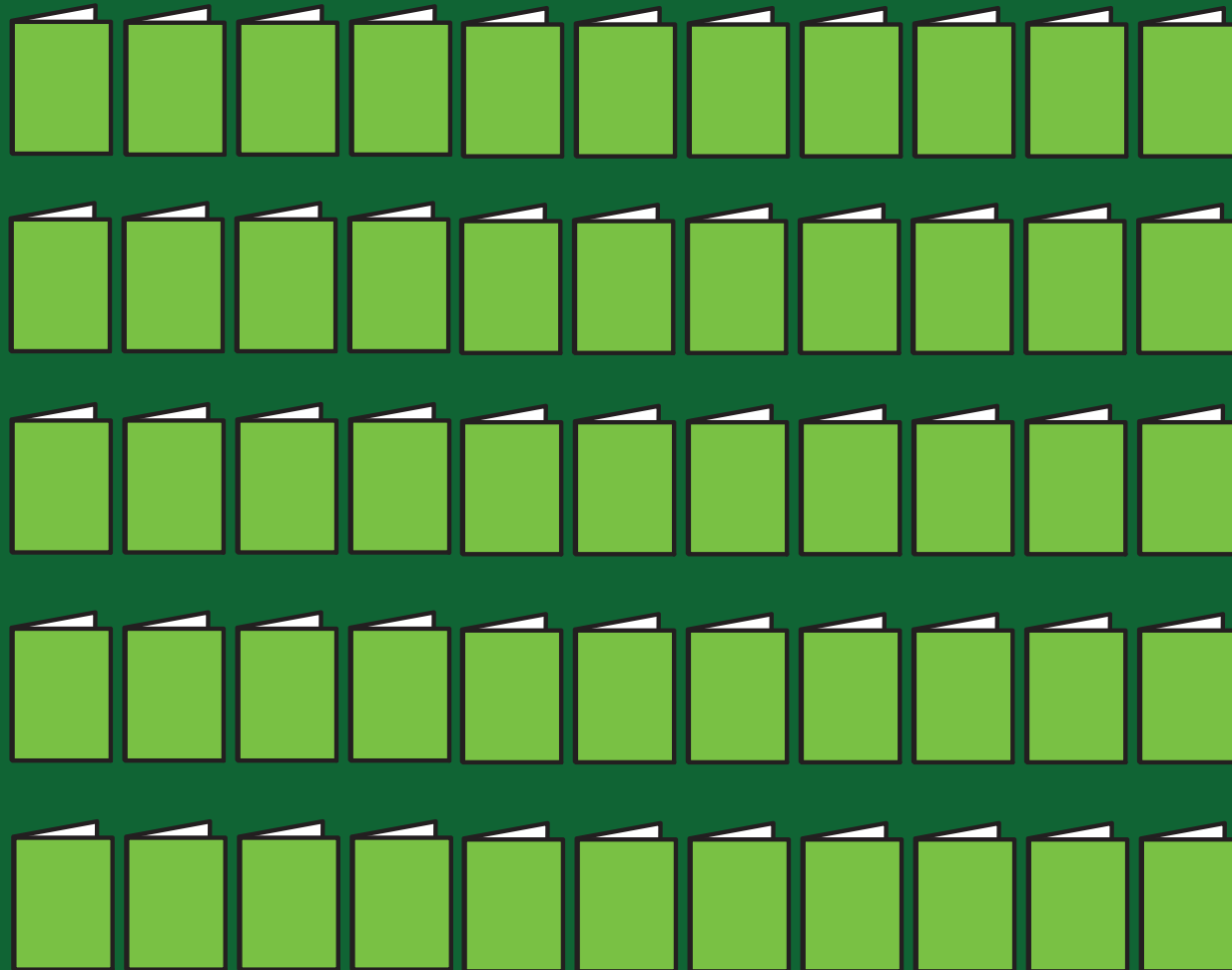
*grandparents day* **many happy returns** **seasons greetings** *happy ruby wedding anniversary* *happy easte*



# 55

the average number of cards  
sent per person per year.

That's all these cards, every year, for everyone of us





# how many cards do we send?

Greetings cards are a huge business in the UK. We send and receive billions of cards each year, and when you take into consideration all the envelopes and packaging too, this adds up to a lot of paper...

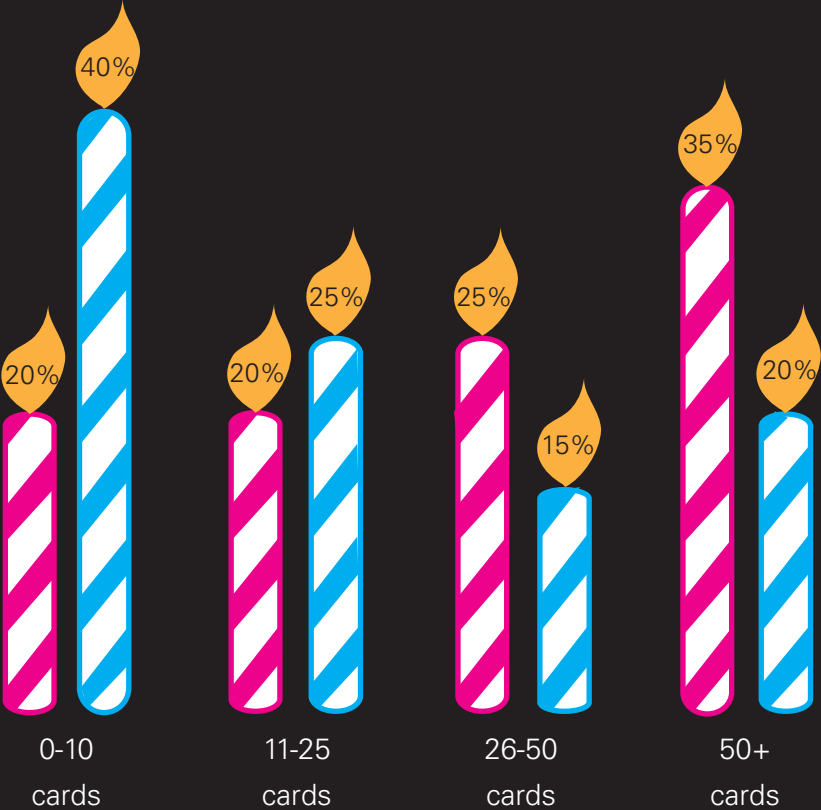
Women are more prolific senders than men, sending on average between 26-50 cards a year, and sending the most out of the sexes, whereas most men send between 0-10. This still adds up to a lot of paper and card used.

Most people do not let environmental issues affect their decision to send cards, however, with the recent issues of climate change and carbon footprints, many people are starting to become

more aware of their actions and would rather reduce their carbon footprint, use more sustainable and greener ideas and choose more environmentally friendly products and options, using recycled materials and less packaging.

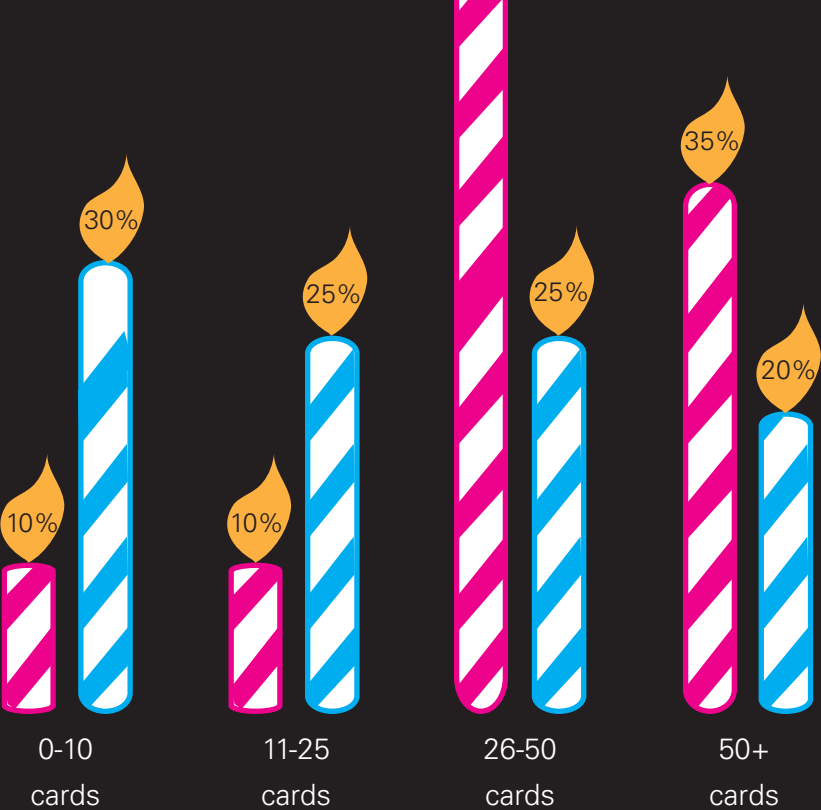
For most of us it is almost habit to send cards for Birthdays, Christmas, Fathers Day, Mother's Day and Valentines Day, and for many of us, it seems perfectly normal to send cards for other occasions too. Greener Greetings aims to make cards more environmentally friendly so that we need not stop the custom of sending cards, and don't have to feel guilty!

### cards sent per year



This chart shows the percentage of men and women that send different numbers of cards. As you can see from this graph, men seem to send less cards than women, with 60% sending more than 26 cards a year. 65% of men send less than 65%.

### cards received per year



This chart shows the percentage of men and women that receive different numbers of cards. 80% of women receive more than 26 cards a year. Women seem to be better senders than men, and seem to receive more as well!

# 1 in 6



**retailers stock Greetings Cards, they are stocked in more types of outlets than any other product.**



Greetings cards can be traced back to the Ancient Chinese and Ancient Egyptians, who exchanged messages and greetings on papyrus. In the 1400's handmade paper cards were being exchanged in Europe for Valentines Day and New Year, and by the 1850's the greeting card had become a popular and affordable means of personal communication. The first Christmas card was sent in 1843 by Sir Henry Cole, and from then on, illustrators and artists were employed to design cards.

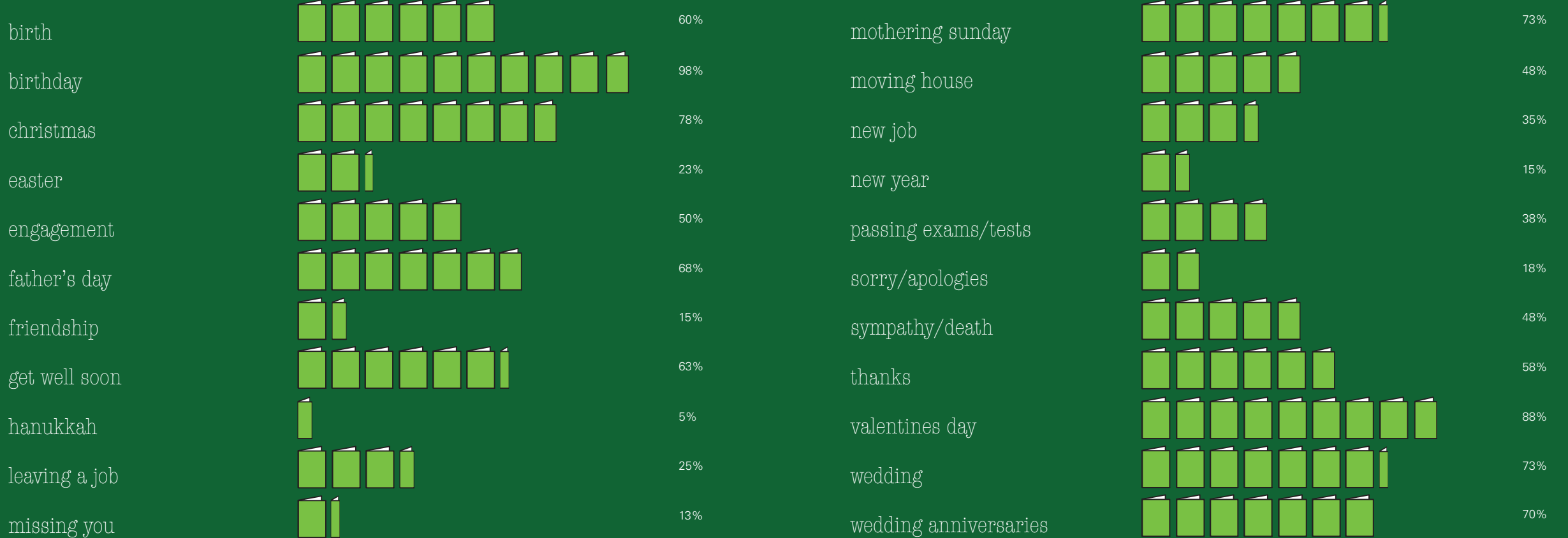
By the 1940's technical developments such as colour lithography and photography had propelled the industry forward. Studio cards became popular and many new

greetings cards companies started up. Now, the UK card industry is acknowledged to be 10 years ahead of the rest of the world in terms of design, with many famous illustrators and designers working on card designs.

We now send cards for the traditional occasions, Christmas, Birthdays, Valentines Day, Congratulations on birth etc. But we also send cards for many other occasions, such as Halloween, Easter, Promotions, Congratulations on passing exams and many more. There are therefore more designs, illustrative, typographic and photographic.

**when do we send cards?**

## the most popular card occasions





# 1,000,000,000

**Christmas cards are estimated to have been thrown away after Christmas last year...**



That's 17 cards for every man, woman and child in the UK.



# do you recycle?

The best way to make Greeting Cards more sustainable is to ensure that you recycle your cards, and that the cards that you buy are made from recycled paper. It has become a lot easier to recycle your cards, a few big retailers, such as Boots, all have collection points in the new year for customers to drop in their

Christmas cards to be recycled. Most recycling banks have bins for paper and card now as well as glass and plastic. Some councils also have schemes where they will collect paper and card in specific bags. To find out more visit [www.recyclenow.com](http://www.recyclenow.com) for more information about how and where you can recycle your cards.

# Recycling vs Rubbish



More people seem to recycle their cards, 60% of the people asked either gave their greetings cards to collection points or in paper/card banks.

Some people keep cards, usually for sentimental reasons, because of who they're from or because it was a special occasion - 18th Birthday, Ruby Wedding Anniversary, New Baby etc. Some people keep cards for the artwork, especially photo cards, or to reuse, making new cards or gift tags out of the old cards.

However, 40% of people still just throw away cards, despite the fact that it is easier than ever to recycle paper.

500

million

e-cards are sent every year.



The other obvious answer to the problem is to send e-cards. Digital cards, usually animated with sounds, are emailed from the sender to the recipient. These are available for free and for sale from several different web sites and because of their very nature are very easy to send all over the world in a matter of minutes.

However, most people would rather receive an actual physical card through the post than an e-card. It seems more personal and more thoughtful to send a greeting card.

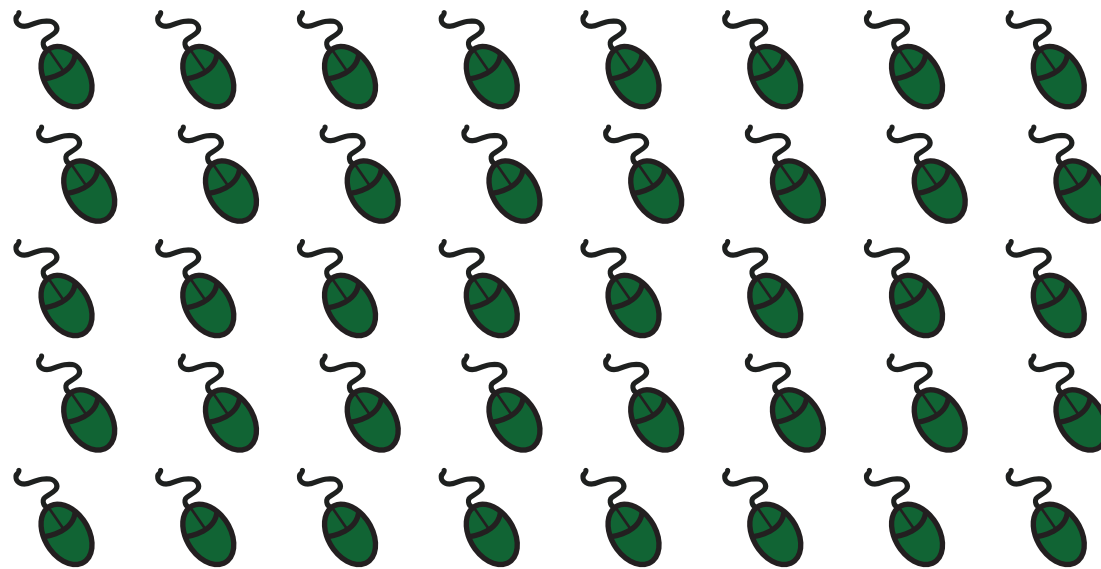
# e-cards

This does not mean that e-cards do not have their place. E-cards are also perfect for sending halfway across the world, as it costs less, and only takes minutes to get to the recipient.

Although they are more environmentally friendly, most people would not send an e-card over an actual card for ecological reasons, and would rather use a more sustainable option, such as using good old snail mail.



60% of people have never sent an e-card



40% of people have sent an e-card

Only 40% of people have sent an e-card, and of those, only 28% would consider sending an e-card over an actual card for environmental issues.

Judging by the research, most people would welcome and use a greener and more sustainable way of sending and receiving greetings cards.

The new products from greenergreetings have been designed with environmental issues in mind. They aim to use less paper, be reusable, or recyclable.

All the cards in the range are made from recycled paper where possible and can be recycled, either by disposing of them in paper/card banks, or paper/card collection by your local council. They come with as little packaging as possible,

and this is made from recycled paper where possible and can be recycled in the normal way.

All the cards in the range use less card than an ordinary greetings card, either in the card itself or by eliminating the need of an envelope (or in some cases, both).

Some of the products are reusable, in a way that makes it a little more fun and personal for the sender and the recipient, as well as being much more environmentally friendly.

