

Graphic Communications for a sustainable and digital world



Values

Greenhouse has been established since 1993 and are regarded as one of the leading suppliers of sustainable graphics communications in the UK.

With a range of in-house services from marketing and design to comprehensive print, display and signage production facilities greenhouse control quality, costs and timescales to deliver our customer requirements time and time again.



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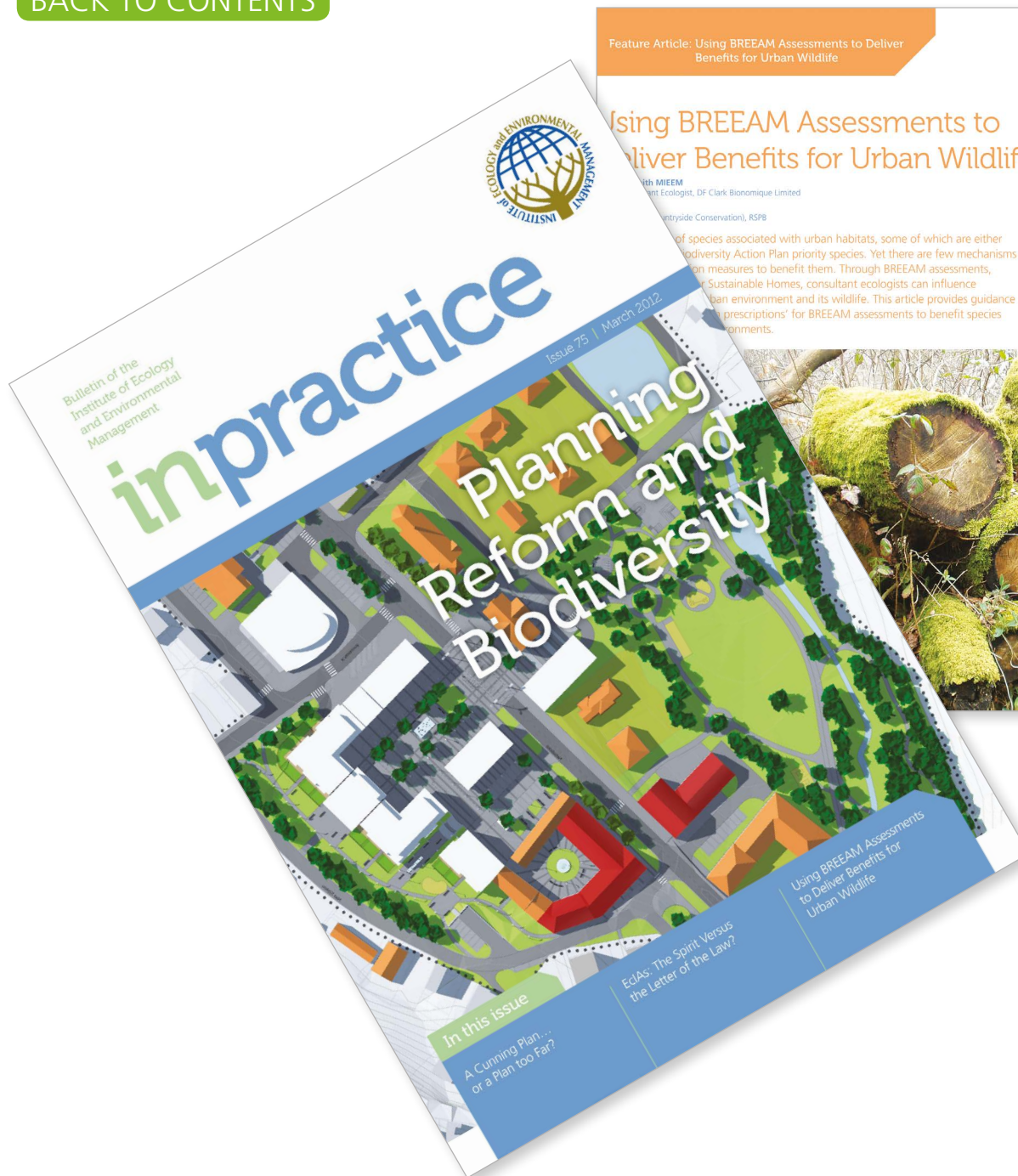
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Graphic Design and Brand Development

We offer you a wealth of experience. We work with SMEs to large corporates on projects ranging from corporate identity & branding, print collateral, advertisements, exhibition design & graphics and signage.

Our comprehensive in-house production facilities and expertise mean we can integrate your message across a range of media.

Delivering expertise, quality, timescales and budgets for your projects.



Feature Article: Using BREEAM Assessments to Deliver Benefits for Urban Wildlife

Using BREEAM Assessments to Deliver Benefits for Urban Wildlife

with MIEEM
Consultant Ecologist, DF Clark Biomimicry Limited

(Rural and Countryside Conservation), RSPB

of species associated with urban habitats, some of which are either biodiversity Action Plan priority species. Yet there are few mechanisms on measures to benefit them. Through BREEAM assessments, Sustainable Homes, consultant ecologists can influence the urban environment and its wildlife. This article provides guidance on 'prescriptions' for BREEAM assessments to benefit species in urban environments.

Learning from Agri-Environment Schemes

Farmers and land managers are paid to encourage environmentally sensitive farming and land management. Decades of research have given rise to a plethora of agri-environment prescriptions to benefit a range of species. Farmers and their advisors can select prescriptions appropriate to the needs of the species present and the specific requirements of their farm.

In a similar way to the implementation of agri-environment schemes, consultant ecologists are potentially in a position to select suitable 'urban prescriptions' through BREEAM assessments to benefit a range of urban species whilst being sympathetic to their clients' requirements. It is already possible to utilise some of the agri-environment research and urban-based research to propose a limited number of 'urban prescriptions'. Further research and technical guidance combined with the corporate funding mechanisms created by BREEAM and CSH assessments could benefit a range of species, including those of conservation concern. Choosing appropriate prescriptions for individual projects could collectively deliver positive conservation benefits across urban landscapes.



Common Rules in the Selection of Urban Prescriptions

Clients wish to maximise credits in a cost-effective, pragmatic way. The current system encourages ecologists to recommend species rich habitats such as wild flower grasslands. However, the local conditions and commitment to long-term management may make these inappropriate and unsustainable. Ecologists should not apply the same recommendations to every project, nor be afraid to recommend relatively species poor habitats of high ecological value.

Improving the quality of 'urban prescriptions' through soft landscaping schemes is likely to deliver more conservation benefits to urban species compared with simply recommending bat, bird and bug boxes in isolation. Consequently, the authors propose that for each prescription listed in Table 3, ecologists should recommend at least three soft-landscaping prescriptions from Tables 1 and 2. These are likely to benefit many more species and improve the quality of the urban environment for wildlife and people to enjoy.

Native species are generally considered to be of higher ecological value. However, a selection of non-native species and non-native varieties of native species are known to be of wildlife value and may sometimes be more appropriate because they are more likely to survive in the urban environment. For example, lavender varieties are drought tolerant, a good source of nectar, provides seeds for foraging birds and aesthetically smell and look good.

Photo by Richard Abbot

One of the most important considerations in making recommendations is the species present in the surrounding landscape. House sparrow boxes, for example, might not be appropriate if the nearest colony is over 20m away or the habitats present are unlikely to support the required diversity and abundance of invertebrate prey for adults to feed their chicks.

Ecologists' recommendations should include specific, simple, pragmatic and cost-effective management details. Inappropriate management could completely negate the potential value of a habitat.

Finally, green spaces in urban areas are not only important for people and wildlife. We recommend ecologists work with landscape architects, developers and, wherever possible, the community to create high quality spaces for both.

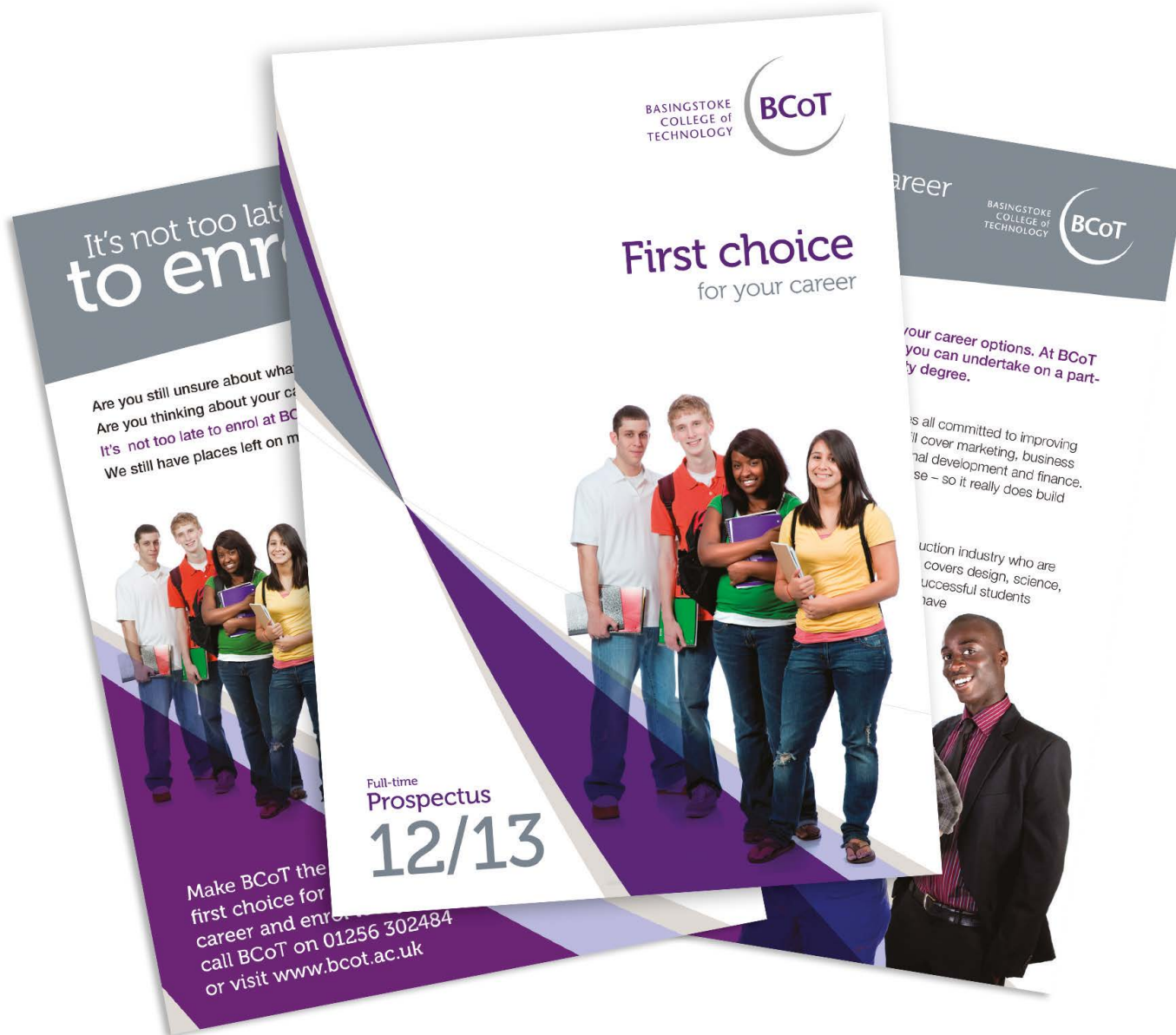
Urban Prescriptions
Tables 1, 2 and 3 provide a summary of urban prescriptions. Detailed specifications for green and brown roofs are omitted as these are too complex to cover adequately. However, biodiversity roofs should be encouraged where appropriate. Detailed guidance can be found in Table 120/101, the environment agency's 'green roof toolkit'. Similarly, elements of the maintenance specifications likely to come into effect beyond the normal liability period are omitted, but, if made, would aid maintenance of the ecological value of habitats.

inpractice 31

IEEM - inpractice Magazine

inpractice is the Institute of Ecology and Environmental Management's quarterly magazine that is distributed to its 5000 members.

We were commissioned to create a modern, engaging and informative publication and deliver a truly sustainable, cost-effective print & fulfilment service for their quarterly publication to the UK membership.

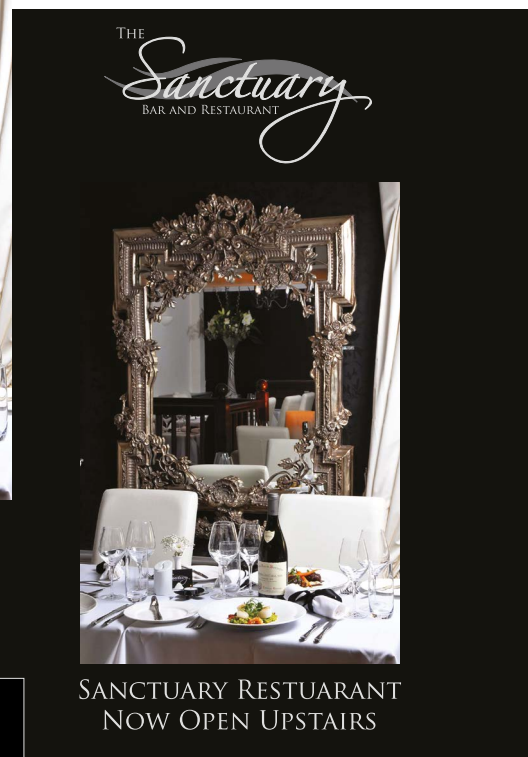


BCoT

Basingstoke College of Technology is a leading further education college based in North Hampshire.

Greenhouse was commissioned to review their brand as part of an expansion programme and deliver a modern and professional image.

Our work encompassed logo development, extensive brand guidelines, prospectus artwork, advertisements, stationery items and various signage needs including large window graphics.



The Sanctuary

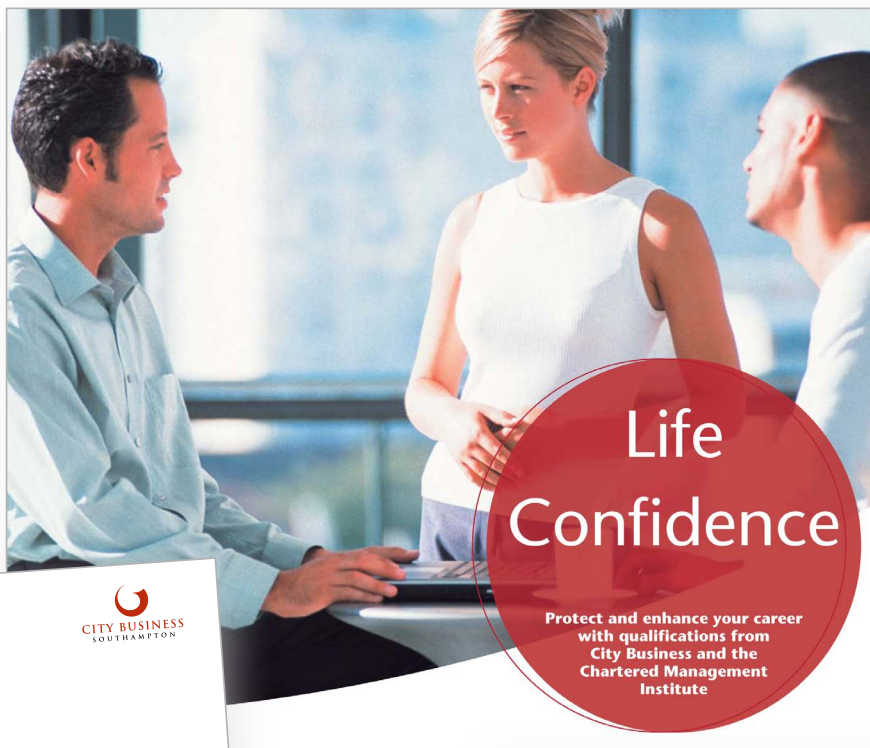
A new restaurant and bar required a brand to deliver a professional, attractive proposition to potential customers.

We developed the logo concept and brand guidelines across a range of media including signage, POS, advertisements and a website.



Ferring Pharmaceuticals

Working with the Corporate Communications Department, Greenhouse were briefed to deliver a media toolkit that was both concise yet comprehensive enabling the company to deliver brand consistency worldwide.



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Protect and enhance your career
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City Business and the
Chartered Management
Institute



WITH COMPLIMENTS

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CMI courses

Chartered
Management
Institute
Developing Leaders

CMI Level 7
Executive Diploma
in Management

Translate strategy into reality

This post graduate programme is designed for senior managers who have responsibility to translate organisational strategy into effective operational performance and those who have completed the CMI Diploma in Management or a management-based degree. The Executive Diploma is also ideal for those people who wish to work towards Chartered Manager status.

The course will cover such topics as:

- developing project specifications
- developing as a manager and a leader
- managing performance
- financial management
- managing business challenges
- managing operations
- financial planning
- human resource planning

Duration: The course will run every Thursday 13.00-18.00 for eleven months, or part time in the evenings.

CITY BUSINESS
SOUTHAMPTON

City Business Southampton

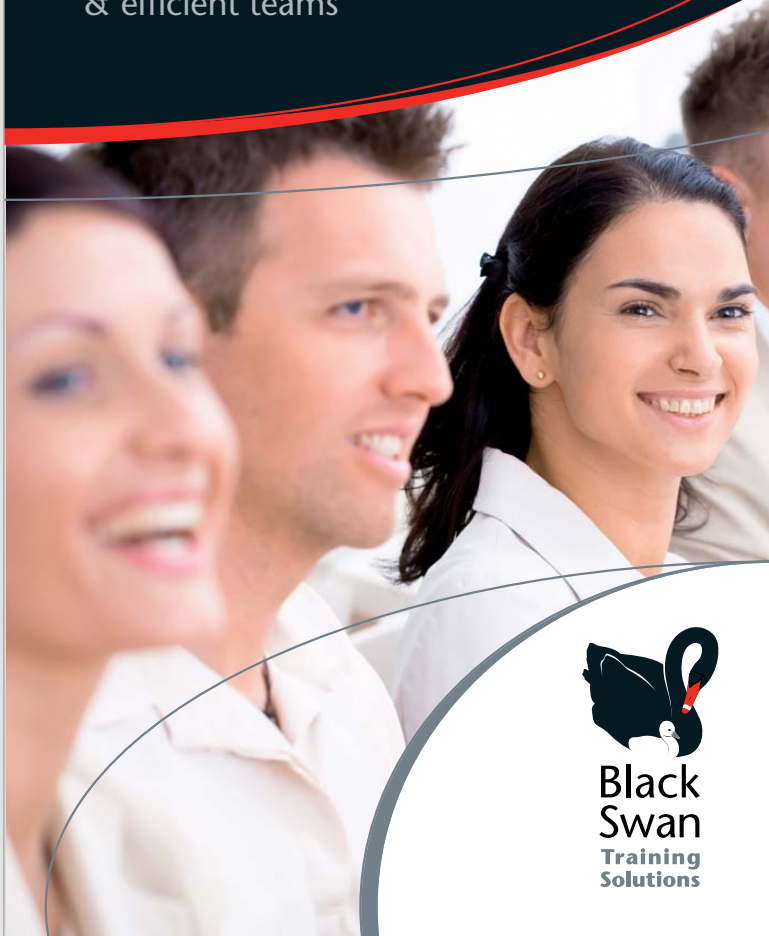
Greenhouse was commissioned to develop a strong brand proposition for City Business, to promote their education services to corporate clients.

A strict timeline needed to be adhered to and various printed items were produced at the greenhouse print production facility.

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Black Swan Training

Helping shape sharp, effective
& efficient teams



Black Swan Training

As part of their three year growth plan, Greenhouse was commissioned to develop a strong brand proposition for Black Swan Training.

Starting with logo development, the work continued to extend the brand across various printed items, all of which were produced at the greenhouse print production facility.



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Logo Development

A corporate identity is a key brand element which goes a long way to define the values of an organisation.

Greenhouse has worked with a full range of organisations across a variety of sectors to create and develop successful logo designs.

Commercial Printing

In-house production facilities mean we have control of timelines, quality and costs.

Staffed by experienced and qualified personnel, our print production department includes lithographic, digital and inkjet printing facilities.

In addition, we have comprehensive finishing facilities covering a wide range of needs including direct mail.

We are proud to have been awarded numerous awards for our innovative approach to sustainable print production.



ecoprint
system4



Sustainable printing

Greenhouse started business in 1993 as a design and print company with a mantra to deliver a more sustainable and environmentally sensitive approach to print production.

With our 'choice-editing' policies, ecoprint-system4 process and innovative procedures we are proud to have been a leading and recognised proponent for sustainable printing for the last twenty years.

Our dedication and values will never change.

We are proud to have been honoured with numerous local, regional and national awards over this time.



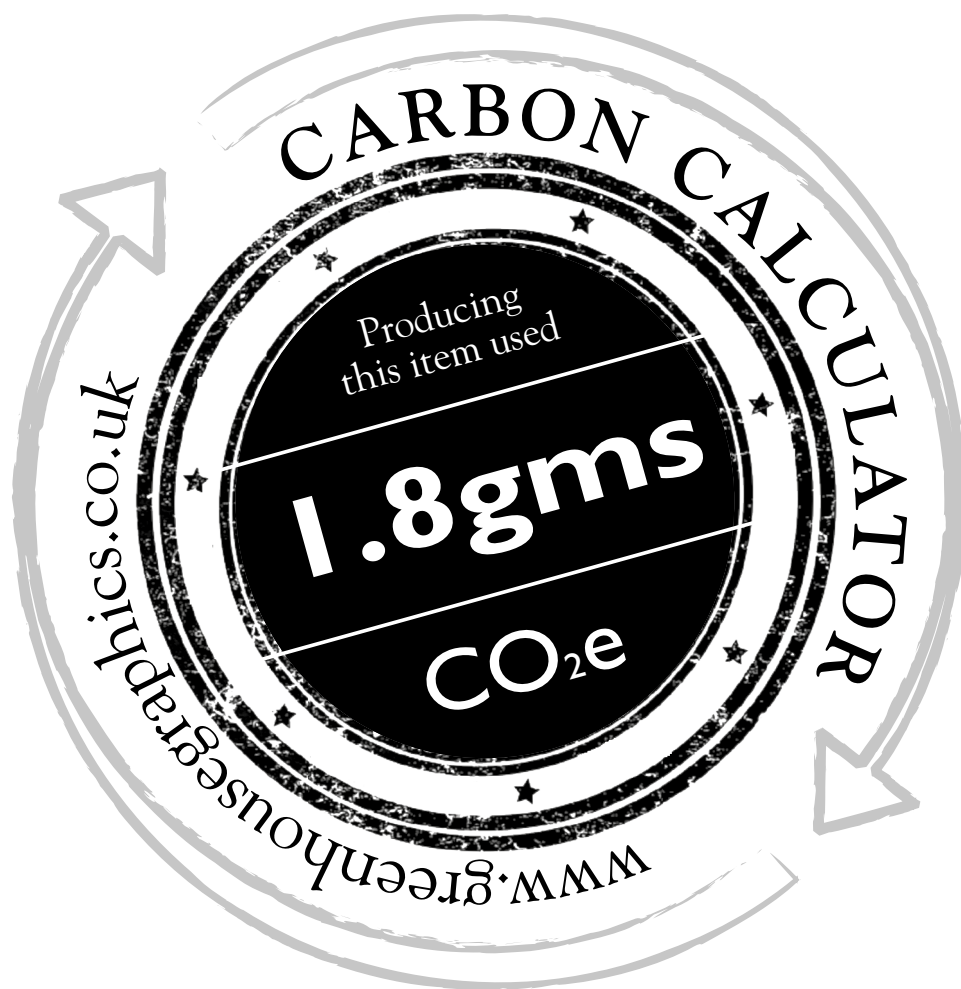
Magazine Production

Greenhouse has developed a comprehensive and cost-effective service for publishers of magazines.

Whether a local community magazine, a community of interest magazine or a journal for a national organisation, we can deliver design, print production and mailing services from our site in North Hampshire.

We support these facilities by providing a range of online tools and free magazine forums for publishers.

And our in-house digital marketing expertise means we can help editors develop an integrated approach to publishing by using our cross media marketing tools.



The Carbon Calculator

Uniquely developed by the Directors at greenhouse, the carbon calculator gives control to the purchaser when looking to procure sustainable printed materials.

Available at the estimating stage the carbon calculator gives customers the chance to understand more about the carbon impact of various print requirements. They are supported with informed advice as to how to reduce their carbon impact.

An essential tool for organisations with a strong CSR or sustainability policy.

Signage, Display and Exhibition Graphics

Greenhouse offer a complete sign and graphic service from full design and sign manufacture to installation.

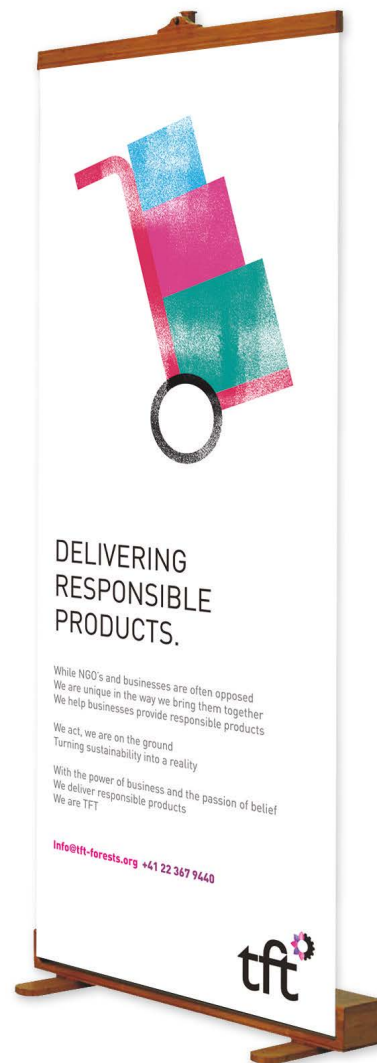
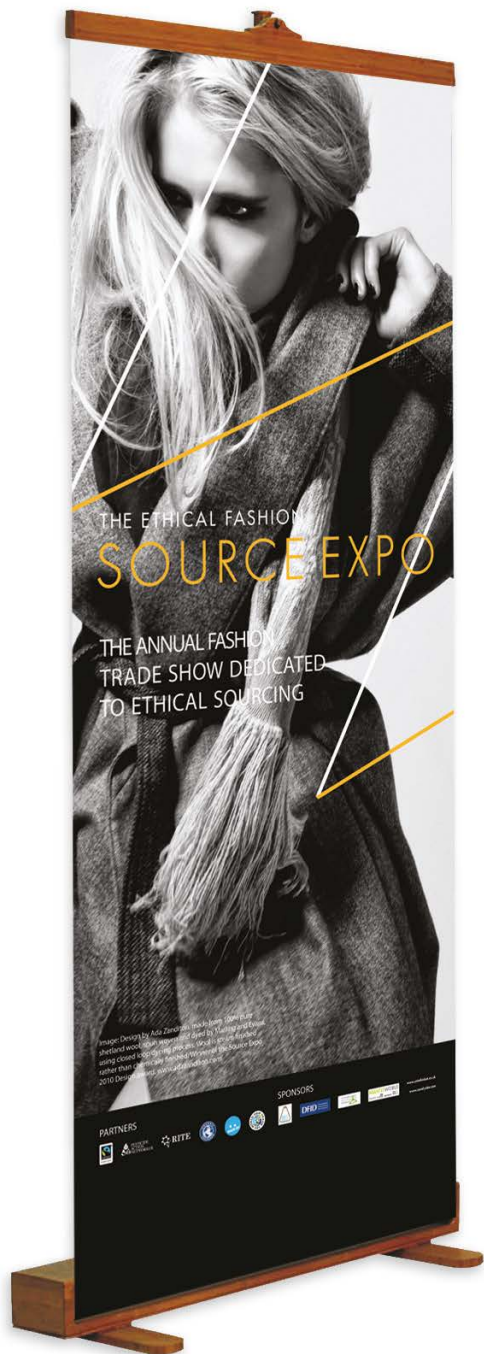
- Internal & external graphics & signage
- Window graphics & signage
- Lettering
- Flags & Banners
- Large format display
- Vehicle livery
- Interpretation boards
- Solar powered signage
- Biodegradable & recyclable



Digipos

Our client required us to provide coloured external lettering to match corporate branding, including design, sign production and final installation.

We also provided and fitted solar window films to all the office windows.



Bannerstands

Our innovation and a dedication to a sustainable business model means we can reinforce any messaging, and significantly enhance an organisations reputation, without additional cost.

A range of materials that deliver quality and sustainability in a cost-effective way.

- Bannerstands
- Pop-Up systems
- Boards
- Posters



- Fire Alarms
- Fire Suppression
- Fire Extinguishers
- Emergency Lighting
- Fire Risk Assessment
- Intruder / Access & CCTV Systems
- **Total Fire & Security Solutions**

bf
FIRE & SECURITY

Vehicle Livery

For many SME businesses, vehicles offer a very cost-effective way of advertising and promoting their services and brand.

Greenhouse has experienced sign makers and vehicle livery professionals who can transform a run of the mill commercial vehicle into a dazzling promotional tool for your organisation.



Signage services

- A** External and internal building signage.
- B** Retail shop fascia signage.
- C** Site entrance and directional signage, production and installation.
- D** Vehicle livery – Vinyl lettering, large photographic panels and graphics.

Website Design

All our websites are designed, built and tailored to our client's needs.

We've worked with many businesses, providing not only a professional website, but a complete online marketing tool.

In a nut shell whatever you need, whether it's an interactive image gallery or a back-end stock system, we have the expertise to deliver a compelling online communication tool.



Wilderness Expertise

A youthful and energetic organisation who had clear ideas about how they wanted to portray themselves. We developed initial ideas in a web based environment.

The succesful relaunch of the web site persuaded the client to transfer this brand across a range of literature, signage and exhibition graphics, all produced in-house.

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Mark Ripley

As a sole trader, this client has limited resources but a product and services that require a strong visual presence.

A simple but effective design, that also add significantly to his search engine rankings, has been a huge success.

This has been translated into print based media and exhibition materials.



Vacancy2Market

As a predominantly web based business, we delivered a strong brand identity in a web environment with a unique and imaginative feel.

Subsequently this has been transferred to other promotional materials including literature, stationery and exhibition graphics.

Marketing Support

As an organisation we work with businesses to improve their marketing and graphic communications.

With qualified marketers who have skills in a wide range of media, we can best advise on appropriate and effective strategies to deliver your organisational objectives and deliver a measurable ROMI.

Greenhouse has helped us a great deal with marketing support. Their **detailed and knowledgeable approach** has helped us develop and structure our **marketing plan** and we are getting excellent results as a consequence.

Local SME business

I have worked with Greenhouse Graphics for 15 years and have always been very happy with their service. If you have a great provider who gives you **excellent creativity, outstanding results, honesty, integrity and complete reliability** there is every reason imaginable to keep going back.

International PLC

Marketing Consultancy

From an hour a month, to a day a week or support for specific events, projects or launches, Greenhouse has qualified and experienced marketing professionals that can deliver expertise and knowledge to add to your own organisations pool of staff resources.



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Wildflower Turf Limited

A growing business in a growing market, Wildflower Turf Limited required experienced external marketing support to build on existing successes.

Working with the Directors of the company on a weekly basis, to deliver specific and measureable objectives, Greenhouse provide expertise and experience without the cost and expense of employing full time staff.



Exhibition management

Working with a large multi-national corporation on a series of exhibitions, Greenhouse was commissioned to deliver creative input and project management services, ensuring brand guidelines were adhered to and communication objectives met.

Working with a team of third party organisations in addition to the client across different countries, required extensive product knowledge, creative input, strong time management and highly effective teamworking skills.

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Contact us

If you have a graphic requirement or marketing communications project in mind, and think we can help, please get in touch.

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