

...we are only human

As you sit reading this I'll be into my thirty second year on this planet. I choose to term it that way because in every direction there is uncertainty and guilt if we do not act fast to help the planet we live on.

Please don't think this is scripted text, passed from copywriter to copywriter, then artfully sculpted for your consumption... it is not.

In these 32 years I have been lucky to have seen a lot of the planet we live on and it amazes me in every way. I have lost friends, felt pain and joy alike, I have learnt the difference between right and wrong through experience and not teachings...

I have made my mistakes, I know my flaws and, as a human being, I am far from perfect. In this you and I are connected.

We didn't cut the first tree down out of spite, or fish the seas to cause harm, we did it through instinct and for the advancement of our kind... we are only human.

This is our bond, our title and now our greatest failing as we use this accolade as an excuse for greed, negligence and a failure to act.

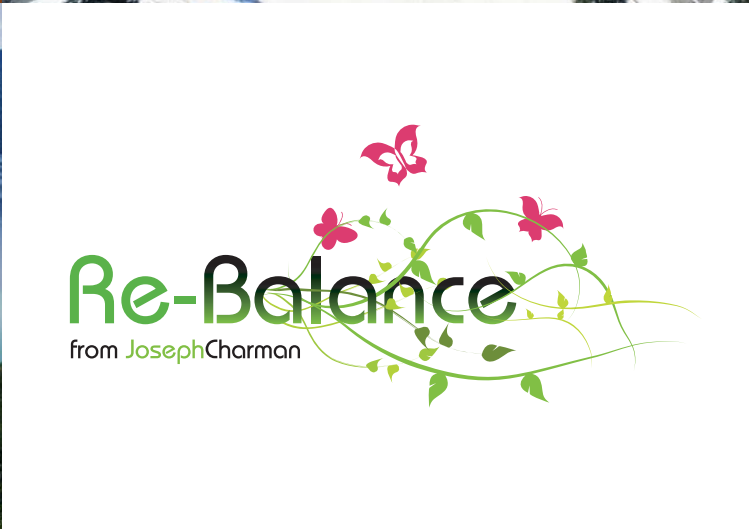
Many will bang the drum purely in aid of publicity and revenue. The project put in place here serves only to bring about balance and show what good can be achieved, quietly and with result. The only real cost of change is effort. Everything we do has an effect, so it is time to make a choice and Re-balance.

*Written by Marcus Charman
Creative Director at JosephCharman*

In the hope that we can all do some good.

Re-Balance
from JosephCharman





How easy is change?

Very!

If you decide to use the Re-Balance programme you will be told that we only quote for part recycled* paper from sustainable stocks and the inks used are vegetable based.

So we provide a premium finish that doesn't cost the earth.

For every £100 spent on paper products or marketing we Re-Balance the system by placing a tree into the ground with www.treeappeal.com. Through negotiations with paper manufacturers and printers, we can make small savings to pay for this process.

It costs you nothing!

With trees being planted by the paper manufacturers purely for commercial use, we continue to use their part recycled stock *so we are able put trees back into the ground for us to enjoy for years to come and to Re-Balance our planet .*

For more information about the advancement of this and future projects please ask for Marcus on **00 44 1235 530 621** or email rebalance@josephcharman.co.uk



**"Whilst we would like to use 100% recycled stocks, they actually leave a heavy carbon footprint and do not fit within the parameters of our Re-Balance programme just yet"*



A greener world
and a better life for all



JosephCharman
Creative Communication