

How do our customers carbon balance the print they buy through PDQ Print Hub?

It is easy for our customers to carbon balance the greenhouse gas emissions attributed to the manufacture and delivery of printed products they buy through PDQ Print Hub.

When buying any printed product in PDQ Print Hub, Haybrooke purchase and retire carbon credits proportionate to the CO2 emissions of that job - on behalf of our customers.

We partner with Climate Impact Partners to mitigate these GHG emissions. We do so by supporting projects that deliver sustainable development impacts around the world.

How are the carbon emissions produced by a job calculated?

Our print buying platform is monitoring and calculating the carbon emissions associated with the manufacture and delivery of every print job that is placed through it.

The methodology is based upon a sophisticated algorithm that allows it to not only calculate the manufacturing methods that will be used by each printer for a job, but also the energy – in kilowatt hours – that will be consumed by the machinery as the job is produced. Then it takes the CO2 ratings provided by the paper manufacturers and merchants for its paper product ranges and adds those into the equation. Finally, it calculates the CO2 emissions related specifically to the delivery of a job.

Once the platform has calculated the total carbon footprint for every job, Haybrooke then purchase the equivalent number of carbon credits through Climate Impact Partners.



**We care about the planet.
Our goal is to help the printing
industry toward a greener future.**