



Shell

Shell is a worldwide group of oil, gas and petrochemical companies with interests in biofuels, wind and solar power and hydrogen. They help meet global energy demand in economically, environmentally and socially responsible ways.

The global energy and petrochemical group Shell required an environmentally friendly grade of paper for their new Global magazine 'Shell V-Zine' to confirm their commitment to protecting the environment and to responsible sourcing.

Six printers and four publishers competed for the tender announced by the energy giant earlier this year. Finally it was **Redwood**, the leading customer magazine and branded content agency, in partnership with Robert Horne who won the business. Shell selected **revive 50:50 Gloss Paper**, a distinguished environmental accredited grade certified as a FSC mixed sources grade containing 50% recovered fibre to fulfil its environmental policy.

Danny Van Otterdyk (Head of Visual Media) for Shell commented on the choice of both Robert Horne and revive paper:

"When choosing Robert Horne it was important for Shell to find a like minded company who was able to fulfil a number of criteria. Not only did we need to find a supplier who could fulfil our recovered fibre paper demands, but a partner who was willing to listen to our needs and where necessary help source specific environmental requirements. It is imperative that Shell work with a supplier who can verify where the products come from, and of course have sound environmental practice themselves and a genuine commitment to the environment; Robert Horne where able to give us this peace of mind. The choice of revive 50:50 paper ensured that Shell were using a grade that was both recycled in content but also had the FSC Forest certification, both of which are imperative to show our genuine commitment to environmental concerns."