



bLOO NEWS COMPANY ANNOUNCEMENT

bLOOturtle PUBLISHING ANNOUNCES THE “TROOBLOO” ENVIROMENTALLY FRIENDLY PRODUCTION PROGRAM

New global publisher to release eco-friendly publishing catalogue

Sydney 26 April, 2017 — the crew at bLOOturtle Publishing are pleased to announce the development of the *trOOblOO, Thinking Kids* publishing program that ensures all picture books produced and printed by bLOOturtle meet globally recognised eco-friendly production standards.

Established in 2016, the independent publishing house, which specialises in children’s picture books, will release its debut catalogue in 2017, with all titles produced under the trOOblOO program.

It has taken several months for the team at bLOO to source the printers required to meet the stringent criteria.

“Having searched the globe, we are excited to have found companies that align with our core belief that children require two things - knowledge and a healthy planet,” says Nicola Ganaye, Creative Director of bLOO.

“We wanted more than just recycled paper as part of our trOOblOO program. If you are doing things for kids, it makes sense to think of their future as well,” she says.

“We wanted things such as vegetable based adhesives and inks, eco-electricity and carbon neutral production and shipping. We are thrilled that we have found production houses that are as focused on the environment as we are.”

The trOOblOO criteria includes:

- The right paper: not only FSC® or PEFC® paper, but 100% recycled paper, usually labelled with the Blue Angel
- Ink: based on vegetable oil instead of mineral oil
- Vegan printing: you wouldn’t believe how many ingredients in the printing industry come from animals!
- Eco electricity: only power from renewable energy will be used throughout production
- Eco-friendly Recycling: a minimum of 90% of the waste within the production process will be recycled
- Carbon neutral production: the use of renewable energy where possible, the unavoidable rest will be compensated in climate protection projects within the official greenhouse gas protocol (ghgprotocol.org);
- Carbon neutral delivery: books will be delivered via carbon neutral means whenever possible, with packaging labelled “GoGreen” (an initiative of the German Post to compensate for greenhouse gases of delivery)
- Certification: EMAS (European Eco-Management and Audit Scheme) and Blauer Engel (Blue Angel)
- ClimatePartner: our suppliers are all registered with ClimatePartner.

All trOOblOO books carry an individual number with which you can find out more about the compensation of the production process.

bLOOturtle even uses a zero-emission-printer in a “Plus” energy production facility, ensuring it produces

more energy than it uses in heating, ventilation, lighting and cooling.

All bLOOturtle picture books will be labelled with the trOOblOO symbol, to confirm they have been printed to the standards of the program.

In addition to producing its own premium publishing catalogue, bLOOturtle publishing also offers services to those who wish to self-publish.

“We recognise that not all self-publishers will be able to take part in the trOOblOO program and we will continue to assist authors in distributing their work,” says Ms Ganaye.

“We have big plans for 2017,” says Ganaye. “It is our goal to add 8 to 10 new titles to our catalogue this calendar year, with several already in production.”

For more information on bLOO visit our website, www.bLOOturtle.com or contact us at books@blooturtle.com .

About bLOO

bLOOturtle publishing is a niche book company specialising in children’s picture books. In addition to producing our own publishing catalogue, bLOO also assists you in “doing it yourself” with a variety of author support packages. Our criteria is simple, if there is a fantastic bedtime, nap time, kid time story to be shared, we want to know about it. So visit our website to learn more about our services and publishing programs.

