

Notes and background information to support the Environmental Policy:

Paper:

The Watercolour Paper I use is either made by Winsor & Newton (made in Italy), Daler-Rowney (made in England) or Seawhite of Brighton, -watercolour and cartridge paper (made in the UK) purchase it from UK Suppliers, such as Jackson's Art, my local Range store, Buddly Crafts, or Hobby Craft. It is either from a percentage of cotton and wood cellulose or 100% wood cellulose.

I try to avoid purchasing paper made outside Europe, to keep air miles to a minimum. Paper for printing invoices and thank you notes is FSC-certified and purchased from a local stationery store. I purchase recycled Ink Cartridges for my printer and recycle those.

Cyanotype Printing Solution

Cyanotype solution- Manufactured by Jacquard (in the US), but I purchase from UK supplier Jacksons Art or Just Pudding basins.

This has low toxicity and is a water-soluble solution.

<https://www.jacquardproducts.com/cyanotype-set>

Botanicals

As a crucial part of my business, these need to be available and sustainable, so I grow 75% of the botanicals I use – either in my garden or on my allotment. If I pick from woods or roadsides, I never take more than a couple of samples, and never if it's the only one. I press 90% of the botanicals so that they can be used several times. I grow from seed where I can and employ a no-dig policy in my garden and on my allotment to reduce carbon release.

Extras for 'Wet Cyanotype'

The cyanotype process can often involve the addition of salt, spices, and table vinegar, all of which are nontoxic in the quantities used (in fact, edible). I use dishwashing up liquid, however and have chosen to use Sainsbury's Green Care, as it is not harmful to Aquatic life, is 100% plant-based, and comes in a 100% recycled and recyclable bottle. I do not use single-use cling film in my practices.

Use of Water

The process of Cyanotype involves rinsing the prints thoroughly in cold water to expel the unabsorbed solution. Because of this dilution of the solution, the used water is safe to empty into the domestic water system. I use containers of water to rinse the prints, not running taps or showers- minimising water consumption.

Energy

My home office/studio is where I design, finish and package my artwork. It is well-lit by LED and is part of a well-insulated modern home. My cyanotypes are developed in the garden using UV from sunlight. My art practice uses minimal energy, but that does include electricity for office equipment and printing. I have recently changed my energy Supplier to Octopus Energy, which supplies 100% renewable electricity.

Packaging

Clear bags around individual products are either fully recyclable Acetate or BOPP, or Biodegradable or Compostable Vegetable Starch and marked as such. All labels on individual products are Biodegradable. Tissue paper is recyclable and acid-free. Between non-glazed photograms, I use Glassine sheets, which are a fully recyclable and biodegradable product.

Where possible and practicable, I reuse packaging I have received for protecting and distributing my products.

When I purchase new outer packaging items, I try to ensure they are made from recycled products, are FSC certified, and can be recycled by the customer. I do not purchase standard plastic bubble wrap, but have purchased some 'Jiffy Green' Bubble, which is made from 100% recycled material and is fully recyclable. I do not use plastic chips or single-use cling film for distributing my products.

Marketing and Sales

I try to keep paperwork to a minimum and do not enclose unnecessary marketing items. I usually send a free bookmark/gift tag, or card with a Photogram purchase. I also enclosed a business card, made from recycled card, from Vistaprint, who have a sustainability programme, is committed to carbon reduction, and is FSCTM certified.

<https://sustainability.vistaprint.com/>

I have purchased a natural rubber logo stamp mounted on a hardwood base from Get Stamped, a UK company that prides itself on being Green. Their rubber stamps are made from natural components wherever possible, environmentally sourced oak and green eco rubber, which is made using 100% organic components.

<https://getstamped.co.uk/environmental-impact/> They also partner with wildlife charities.

Paper bags for over-the-counter/market sales are made from recycled paper and are recyclable and stamped with the logo. I use Social media for advertising, eliminating the need for postal paperwork.

Distribution

I currently distribute (sell) through www.Folksy.co.uk, a UK-based online arts and craft shop for UK makers and artists. Due to new exporting restrictions, I no longer sell to the EU and NI

This year (2025/6), I will be selling locally (within 10 miles) at art/craft markets and within 30 miles at Christmas markets. The advantages of this are: no postal Co2 costs, less packaging, supporting local markets, and encouraging customers to buy Eco-Friendly, handmade items made by small businesses.

I have my products on sale in a local Gallery shop (less than 10 miles from my studio), which is committed to local trade and using local artisans for their stock.

Distribution of my products by post currently is by Royal Mail; they have a sustainability programme in place and are committed to Zero emissions and carbon-neutral working.

<https://www.royalmail.com/sustainability/environment>.

Waste

Prints, sometimes these don't go to plan and are not saleable, but I will use them cut into Gift tags, or labels or bag them into Bundles as art offcuts and offer them for sale, also for collage work and used for decoupage wooden items.

Botanicals used are generally composted, unless they have a salt solution on them, these are put into the domestic waste.

Embellishments, Mounts, and Frames

I use ink and watercolour paint as embellishments; these are minimal and always water-based products.

Mounts and backboards are made from paper products with water-based adhesives and purchased from a UK manufacturer.

Frames can vary enormously in composition materials. I favour FSC-certified real wood and FSC-certified wood composite over plastic and avoid those made with mirrors and glitter. A recent project meant that I purchased some box frames made from Acrylic. I understand that this is not recyclable; however, they were UK-made, so low airmiles, reusable and durable, so they should have a long life, they were glazed with glass. I always try to purchase glass as the glazing element, which is recyclable, over plastic.

Other Items I make for sale:

Cyanotype Botanical Bookmarks

Using watercolour paper and my usual Cyanotype methods, with biodegradable labels and are supplied in biodegradable bags.

Cyanotype Botanical Greeting Cards

I have introduced Cyanotype greeting cards to my range; the cards and envelopes are from www.eco-craft.co.uk. They are made from recycled paper and are fully recyclable.

I have used a glue called Coccoina, bought from <https://www.fredaldous.co.uk/>, which is a natural, plastic-free, solvent-free, non-toxic, biodegradable glue and embellished the cards with cyanotype print-off cuts. Using biodegradable labels and are supplied in biodegradable bags.

Cyanotype Botanical Tea-Light Lanterns

Made using a kit from www.dannells.com and either ready cyanotype coated cotton sateen from <https://www.jacquardproducts.com/> or locally bought cotton drill, and use the normal cyanotype solution. They contain plastic bases, vinyl frames and a disposable tea light. Although delightful, they have not been a big seller, so I will probably not make any more when the current stock is sold.

Cyanotype Botanical Hoops

Made using ready cyanotype coated cotton sateen from <https://www.jacquardproducts.com/cyanotype> or locally bought cotton drill, and using the normal cyanotype solution myself. The natural British Beech wood frames are supplied by <https://www.lornabatemanembroidery.com/> and are manufactured in the UK by <http://www.elbesee.co.uk/>, a family firm, manufacturing for over 65 years. I use 100% cotton embroidery thread bought locally.

Cyanotype wooden Houses- and Perpetual Calendar cabins

New additions to my gift range, but only for Christmas markets and a local gallery. The wooden houses/cabins are made from FSC-certified wood and purchased locally. I used water-based glue and my cyanotype off-cuts.

Cyanotype Kits

A new addition to my market stock and online business for 2026. Cyanotype pre-coated papers with a full instruction guide, aimed at children and adults for craft making. All items are plastic-free, paper items are made from recycled paper sources and are fully recyclable, with biodegradable labelling, and the kits include biodegradable bags.

Irene E Parsons – 10th July 2026

(The next review of this document is December 2026.)