

Environmental and Sustainable Creative Production Policy

Environmental policy for design, digital, print and production choices.

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F-Stop Creative aims to make proportionate, practical and commercially sensible environmental choices in its creative and production work.

Design and production principles

- Prefer efficient digital workflows and avoid unnecessary travel where suitable.
- Consider lower-waste options for print, packaging, events and production materials.
- Recommend responsible suppliers where availability, quality, cost and client requirements allow.
- Avoid overstated environmental claims unless supported by evidence and, where needed, specialist review.
- Encourage clients to consider accessibility, durability, repairability, re-use and lifecycle impacts in campaign and product communications.
- Use digital file management practices that avoid unnecessary storage and duplication where practicable.

Environmental claims

F-Stop Creative may help clients present environmental, ESG, sustainability or impact claims clearly, but it does not verify those claims unless expressly engaged to do so. Clients remain responsible for substantiation and legal/regulatory review of such claims.