



Case in Point

'Environmental and Sustainable Business of the Year, 2008'

Greenhouse Graphics

Expert support for a growing business

No matter how successful a business, it can always benefit from the objective input of an independent expert.

Which is why Ian Crossley and Timi Van Houten, co-directors of award-winning Greenhouse Graphics, based near Basingstoke in Hampshire, continue to call on the services of Business Link when needed.

Ian and Timi set up their graphic design and printing company in 1993 and have since grown steadily, now employing eight people.

They have faced the challenges that confront most expanding businesses – financing growth, recruiting skilled staff and finding the right location. These are just some of the many problems Business Link can help businesses to solve.

Ian recognises the value of having a source of knowledge and advice on tap.

'Business Link helps give us direction and provides us with guidance and support on business matters as they arise,' he said.

The Business Link service is available locally and provides the information, advice and support you need to start, maintain and to grow a business.

For more information call 0845 600 9 006 or visit www.businesslink.gov.uk/southeast



Ian Crossley and Timi Van Houten receiving 'Business of the year' at the British association of print and communications' awards ceremony.

Greenhouse Graphics, which boasts a director with a degree in ecology, took a proactive environmental stance from the start. Its sound sustainability processes are reflected in a client base that includes: The Tropical Rainforest Trust, The Grasslands Trust, Hampshire Wildlife Trust and The Ecologist magazine.

'Our PV solar panels and hazardous waste-free colour printing obviously appeal to the environmentally conscious but the cost savings we gain from lower energy and waste costs are attractive to everyone,' said Ian.





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Working smarter online

Most of the company’s business is with commercial organisations and businesses, who appreciate the ‘smart’ online print procurement enabling 24/7 access to printed materials with full authorisation facilities and stock control.

Innovations include the company’s ecoprint-system4 brand (www.ecoprintsystem4.co.uk) which enables customers to promote their own environmental message.

The company’s innovation, creativity and investment has attracted much official recognition. Greenhouse Graphics is the current Hampshire Sustainable Business of the Year, has won the Basingstoke Environmental Business of the Year three times, was a finalist in the National Print Awards three times and is a finalist at this year’s British Association of Print Centres Business of the Year Awards.

Richard Nash, Business Link Adviser

Richard praises the directors’ commitment on sustainability, ‘This, coupled with the investment in technology and a high level of customer service, has ensured the success of their business which is one of the region’s leading graphic design and print centres. I am very pleased that we have been able to provide them with support and advice as and when it is needed.’

Company Overview:

Established:	1993
Sector:	Printing services and consumables
Employees:	8

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