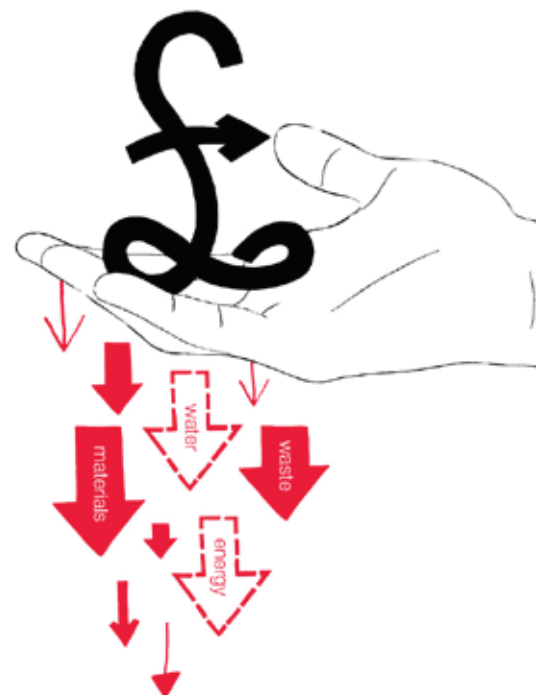


Solutions for Business

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Improving Your Resource Efficiency in 2Cs Communications



What they do

2Cs is a multi-discipline design, marketing and communications company with offices in Ipswich, Newmarket and London and has four key divisions: 2Cs Communications is made up of marketing and communication specialists, designers and web developers.

Customers

2Cs clients are found across all commercial and public sectors including property, financial, construction, energy, the equine field, media, not-for-profit, "green" and environmental companies, medical, energy and technology.

Savings

Through a variety of programmes 2Cs anticipates making savings of between £25,000 and £35,000 a year by reducing travel and materials use, cutting energy consumption, increasing reuse and recycling, and reducing property costs.

How they did it

2Cs have turned their London office into a "virtual" office, to reduce costs in rental and in travel. Staff are encouraged to bike to work through a tax-free bicycle purchase scheme, and 2Cs has embarked on gaining ISO14001 accreditation to reduce cost and meet the expectations of clients such as Government departments and large organisations.

The 2Cs view

Managing Director Bob Woolliams says: "We're focused on maximising resource efficiency. It's important for our customers to know that we're environmentally conscious. Financially it's one of the key factors that will differentiate between businesses which will survive and thrive, and businesses which fail, or fail to reach their full potential."

> Contact

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To take the first steps and for more information on why and how you can improve your resource efficiency contact Business Link East

www.businesslink.gov.uk/east/resource
or call 08457 17 16 15

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