

Total Coverage's Blooming Future

Sustainability and environmental awareness comes naturally to graphic design co-operative Total Coverage. They have invested in a Tree 100 planting programme for their clients. Linda Bratcher says, "We are all very environmentally aware and have been for years. It is one of our co-operative principles - we have worked very hard over the years to keep our energy use down and not waste resources and we wanted to continue our efforts." As much of their work is printed it seemed natural to them to help re-establish the resource they deplete by planting some trees.

Because the UK has only 12% wooded land, compared to its European counterparts, where on average 32% of the country is wooded, it is important to keep planting trees to reduce pollution, generate oxygen, maintain wildlife habitats and improve quality of life.

Total Coverage is a workers' co-operative established in 1988. Their core areas of business are graphic design for print, creative consultancy, creative identity, brand development and website design. They also offer copy-writing, photographic and print management services.

Over the years they have built a solid reputation for their creative work and their customer service. Their focus is on understanding the needs of their clients, and subsequently delivering creative solutions that cost-effectively meet those needs.

Total Coverage won Micro Business of the Year 2008 and Sustainable Business of the Year 2008 at the Hampshire & Isle of Wight Sustainable Business Awards. Now they are building on that commitment to the environment by participating in the Trees4 Business campaign. Total Coverage has chosen to plant their trees in the Alladale Wilderness Reserve in the Highlands of Scotland, a spectacularly beautiful area, which is being returned to its natural state with the introduction of native trees and other species such as wild boar and European elk. Alladale even has plans to reintroduce wolves, which were hunted to extinction in Scotland in the late 1700s. With no predators, the red deer have been able to multiply and cause damage particularly to vulnerable trees.

Linda Bratcher says: "We are delighted to be supporting the Trees 4 Business Campaign, we believe that trees are vital for our environment and the reforestation project in Alladale Wilderness Reserve is a wonderful initiative. The future of our planet depends on this generation accepting responsibility for its well-being and doing as much as we can to conserve resources that are still available and to put something back into the resources we have used in the past. As we use a lot of paper in our business we thought it was about time we return the favour."



This commitment to diversity fits exactly with Total Coverage's ownership structure: it is owned and controlled by its employees, working to internationally recognised co-operative values and principles. They say, "All of our employees are encouraged and enabled to take their seat on the board and have an equal say in how we run our business and shape our future. We believe that our flat management structure and our ethical approach to doing business offer inherent benefits to our clients, not least of which is an added dimension to the commitment and motivation of every member of our team. Every one of us is committed to delivering quality services and client satisfaction because we are all stakeholders in, and responsible for, the success of our business."

