

**FOR IMMEDIATE RELEASE**

**22<sup>nd</sup> August 2013**

**Potts Print (UK) installs Keseco UK's Ultra technology**

Potts Print (UK), the Northumberland based printing, packaging and direct mail company, has confirmed that it has installed Keseco UK's Ultra energy saving technology at its Cramlington print facility. The Ultra solution has reduced the electricity consumption in similar print works across the UK by up to 12.33% per year. Potts expects the system to have saved them over £28,000 within 24 months.

The savings will contribute to a significant reduction in the company's carbon footprint, ensuring that Potts further improves the company's environmental profile and continues to be at the forefront of Carbon Balanced Printing.

**Keseco UK's Managing Director Paul Gibbon said:**

"We've been working with Potts for more than 12 months, with a focus on proving the level of achievable savings that Ultra can deliver and the installation proves the confidence that Potts have with the technology."

"I am pleased that Keseco UK has been able to demonstrate the levels of savings our technology can deliver; this is one of many successes we are achieving in the Printing world as the Industry gears up to reducing its energy consumption."

**Potts Print (UK) Financial Director Steph Tobin said:**

"We have been impressed with the evidence-based approach adopted by Keseco UK and the savings generated by the Ultra technology in other printing companies around the UK. By working closely with us, Keseco UK has provided us with the opportunity to fully assess the technology's capabilities for ourselves.

"Carbon reduction and energy savings are of increasing importance for printing companies, both in terms of reducing cost base and achieving corporate social responsibilities."

## **Press Release Notes:**

On 22nd June 2013, 2 x Ultra model UC100's and 7 x Ultra model UC50's were installed at the company's printing plant on seven offset presses and mains incoming supplies.

If as expected Ultra delivers an average 12.33% reduction in kWh consumption per operating hour. Based on the operation of the seven presses, the savings will produce a annual saving of £20,345 an anticipated Return on Investment of 16 months and an annual carbon reduction of 64,716 kilogrammes.

**For further information please contact Paul Gibbon on 07960 813198 or email [paul@keseco.co.uk](mailto:paul@keseco.co.uk)**

### **Keseco UK Limited**

Keseco UK is a specialist company supplying energy saving technology to the UK and Irish Markets. The Company has developed a unique approach to reducing energy consumption and driving down energy costs. Keseco UK combines their Ultra energy saving technology with state of the art energy management techniques and services. The ULTRA solution can be used by any size or type of business to reduce energy costs by as much as 10-15 per cent. There are over 7,000 installations of the ULTRA solution worldwide that have saved businesses in excess of £25 million. The ULTRA solution can be installed alongside any existing energy saving technology to substantially increase the current level of savings.

Resources: [www.keseco.co.uk](http://www.keseco.co.uk)

### **Potts Print (UK)**

Established in 1875, Potts Print (UK) is an ever-expanding printing, packaging and direct mail company based in Cramlington, Northumberland. In May 2012 it became the first Carbon Balanced Printing Company in the north of England.

Clients of Potts Print (UK) include international corporations, retail and pharmaceutical companies, the NHS and public sector organisations, creative agencies, charities, regional and local businesses and the performing and visual arts community. All clients are offered cutting-edge lithographic and personalised digital applications to produce best value print solutions, bespoke packaging and direct mail combined with seamless production, storage and distribution facilities.

Resources: [www.potts.co.uk/greenprint](http://www.potts.co.uk/greenprint)