

# Press Release

18<sup>th</sup> March 2010

**Embargoed until 12 noon, Tuesday 23<sup>rd</sup> March 2010**

## **EAE's Electric Green Leaflet Machine takes to the road**

EAE Ltd, Scotland's premier leaflet marketing specialist, has added a state of the art electric van to its fleet of delivery vehicles. The 'Electric Green Leaflet Machine', will be used to deliver leaflets to some of Scotland's most prestigious visitor attractions and venues over the coming months.

The purchase of the van is the latest sign of EAE's commitment to becoming a carbon neutral company and further demonstrates its desire to develop eco-related solutions to the sustainability issues faced by leaflet distribution organisations.

The 'Electric Green Leaflet Machine' took to the streets of the capital for the first time on Tuesday, when EAE staff fittingly made a delivery to the John Hope Gateway at the Royal Botanic Garden Edinburgh, one of Scotland's newest and 'greenest' visitor attractions.

The van, which epitomises the modern version of milk float technology, has a top speed of 40mph and a range of 28 miles, and will be used to make deliveries to venues within the City of Edinburgh. Power for the van is provided by 'Windy Boy', EAE's 15-metre high wind turbine which has been providing much of the company's electricity requirements since it was installed in 2007.

Glen Bennett, Managing Director of EAE said: "The electric van, along with our electric forklift, is recharged each night using power supplied by 'Windy Boy' – thus creating a virtuous circle. In fact 'Windy Boy' is so successful that we are actually able to sell the surplus he generates at night and weekends back to the National Grid! If the Electric Green Leaflet Machine operates satisfactorily, we have plans to replace another of our fleet of 22 vans with an electric version"

A life-long passion for all things 'green' has fed Glen's desire to make EAE Scotland's greenest leaflet distribution company. The launch of the van is just the latest in a series of initiatives undertaken by the company to improve its already impressive environmental credentials which, in 2009, saw it achieve a prestigious Gold Award in the Green Tourism Business Scheme at the first attempt.

In addition to installing 'Windy Boy', a Biodiversity Garden has been created on the site of the company's Loanhead offices. Staff have introduced 47 varieties of plants to the garden and undertaken tree planting and wildflower seeding to attract butterflies and other insects, as well as building bird and bat boxes and creating bird feeding areas and log habitats for insects. A range of energy-saving measures have been introduced across the company's operations, including switching to low energy lighting, introducing tap flow restrictions and even setting printer defaults to double-sided. This year, Glen intends to forge ahead with plans to install rainwater-harvesting equipment to flush all the toilets.

Alan Bennell, Royal Botanic Garden Edinburgh's Head of Visitor Services, was on hand at the John Hope Gateway to take delivery of the first leaflet-drop using the electric van, and said: "We are absolutely delighted that EAE has taken delivery of this new van. As an extremely environmentally - conscious visitor attraction ourselves, we are naturally keen that as many of our suppliers as possible share our green ethics. Glen and his team at EAE are shining lights and are to be commended for setting such a high standard of sustainability for others to follow".

## **Ends**

### **Photo Opportunity**

Members of the press are invited to attend a photocall at The John Hope Gateway, Royal Botanic Garden Edinburgh, at 11am on Tuesday 23<sup>rd</sup> March 2010, when Alan Bennell, Head of Visitor Services at RBGE, will take delivery of the first leaflet drop by the electric van from Glen Bennett, EAE's Managing Director.

### **Images & Interviews**

Library images can also be provided and/or an interview can be arranged with Glen Bennett. Please contact Gillian Harrower, Tourism and Leisure Solutions, Tel. 01738 860523 / 07764 575134 or email: [gillian@tals.co.uk](mailto:gillian@tals.co.uk)

## **Notes to Editors**

### **EAE Leaflet Marketing Specialist**

Loanhead-based EAE Ltd, established in 1987, employs 40 full-time staff and has an annual turnover of £1.5m. It is Scotland's premier leaflet marketing specialist, providing tailored services to 800 clients through over 5,000 'what's on' leaflet displays across Scotland in airports, supermarkets, hotels, culture and arts venues, service stations, ferry terminals, train stations, pubs, restaurants and libraries – offering a wide variety of high demand, high profile locations to reach both residents and visitors.

### **EAE's Carbon reduction strategy**

The electric van is the latest sign of EAE's commitment to reducing its carbon footprint.

Other activities over the past five years include: installing 'Windy Boy', a 15m high wind turbine which supplies up to 50% of EAE's electricity needs and has reduced the company's carbon output by 6-8 tonnes per annum; energy saving and recycling such as switching to low energy lighting, ambient gas warehouse heating, tap flow restrictions, 'hippos' in the toilet cisterns, urinal water regulator, setting printer defaults to double-sided, recycling all office paper and all unused print, wooden pallets, shrink wrap and cardboard etc. To encourage and support local biodiversity, EAE staff have also carried out tree planting and wildflower seeding to attract butterflies and other insects, built bat and bird boxes, and created bird feeding areas and log habitats for insects.

EAE Ltd was the first supplier to be awarded a coveted Gold Award in the Green Tourism Business Scheme, and one of the only companies in the UK to enter straight into the scheme at Gold level.

Having already reduced its carbon footprint by some 40%, the company has an ambition to become carbon neutral by 2015.

### **John Hope Gateway, Royal Botanic Garden Edinburgh**

The John Hope Gateway, Royal Botanic Garden Edinburgh's new biodiversity and information centre, is a shining example of green construction and sustainability, and sits on the footprint of the former Botanic Shop.

Named after John Hope, who was RBGE's Regius Keeper from 1761 to 1786, the Gateway is constructed of timber, glass and stone and cuts its impact on the environment with a range of renewable energy systems including biomass fuelled boilers, rainwater recovery, and a roof mounted wind turbine.

Facilities for visitors include: a dedicated biodiversity garden (being planted up for Summer 2010); participation zones covering the introduction, importance and involvement of biodiversity; Real Life Science Studio with live video/web links to scientists and nature in Scotland and around the world; an Education Room; dynamic exhibition areas; informative energy efficiency and design displays; Botanic shop, plant sales and Gateway Restaurant.

Displays and changing exhibitions give Garden visitors a chance to find out more about biodiversity loss, climate change and the need to use resources in sustainable ways. They can also enjoy historically important heritage artefacts and specimens from the RBGE's national collections that have not previously been accessible to the public.