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For immediate release-

The Laundry celebrates its 1000th customer with a stylish party- a triumph for office recycling and green business.

The Laundry¹, a partnership between BioRegional Development Group and London Recycling Ltd, has been recycling London's small business waste for four years and has just signed up their 1000th customer: to celebrate the Laundry team thought it would be rather nice to have a little party to celebrate. They will be showcasing the talents of customers and friends of The Laundry with organic fruit platters and beer from Able & Cole, a green bar from Greenworks constructed from reclaimed materials, fancy drinks from Plymouth Gin, the Laundry team will be dressed in garments from Junky Styling, a customer of theirs in Brick Lane that 'resurrects wasted clothing' and music will be from Pop Art and Sinister.



It's sure to be a fantastic night with customers getting down to Motown, rare groove and hip hop, nibbling from fruit platters and hob-nobbing with the ethically minded cool cats of the design world, media types, art galleries, film and TV production and hospitality specialists, to name but a few of the diverse fields the Laundry's customer base spans.

The Laundry team are inviting all businesses on their books and friends of The Laundry to join them for a frolic at **Mum and Dad Photographic Studio on Curtain Road² in Shoreditch on 4th April from 6pm**, Go to www.thelaundry.biz/the-laundrettes for a sneak preview. This unique party will unite a group of professionals who have in common their passion to make a difference. To join them in celebration call **020 8404 5043** or email harriet@thelaundry.biz

Notes to Editor

The Laundry

- ¹ **The Laundry** is a weekly kerbside recycling solution for small businesses in central London, with a difference. Irreverent branding and proactive promotion have secured its success with London's savvy office workers. **The Laundry** is a partnership between BioRegional Development Group and London Recycling Ltd. Launched in Soho in 2003 the scheme was named The Laundry because ***it collects dirty paper and returns it clean and ready to use again***: uniquely it provides its customers with high grade 100% recycled office paper which is made from their waste paper.
- The key to its success is the **rejection of traditional green branding**; their key messages are that recycling can **be cheap, easy and fun**. Over the last three years it has grown in popularity now with over 1000 customers across 6 of the central London boroughs.
- The Laundry is designed to make recycling **accessible for small businesses** that in the past have found it difficult when traditional collection schemes ask for contracts, minimum collection quantities and fixed fees. Recycling is collected from the pavement outside the office. This allows collection costs to be kept to a minimum, savings which are passed onto the customer. The Laundry is **pay-as-you go**, cheaper than throwing away and collects every week. Customers also receive email reminders to put their bags out at the collection time (see www.thelaundry.biz/blog)
- **Some of The Laundry slogans:**
Because even cardboard needs to freshen up sometimes
Where screwed up paper goes for detox
Where inkjet paper cleanses its soul
Where discarded letters just say no
Where bad spreadsheets go to get better
Where post-it notes share their pain
www.thelaundry.biz

BioRegional

- **BioRegional Development Group** is a visionary environmental organisation dedicated to developing practical solutions for sustainable living. They develop award winning, commercially **viable products and services** which **meet more of our everyday needs from local renewable and waste resources**, to help enable **One Planet living** – living within our fair share of the Earth's resources
- Eco footprinting shows that if everyone in the world consumed as much as the average UK resident we would need 3 planets to support us. BioRegional is demonstrating that it is possible to significantly **reduce our ecological footprint** in areas such as wood products, paper, textiles, food, transport and housing to a sustainable level and maintain a high quality of life
- One of the most well known examples of BioRegional's work is the Beddington Zero Energy Development, or **BedZED**, which is the **UK's largest eco-village**. The multi-award winning development is one of the most coherent examples of sustainable living in the UK. BioRegional are working to show that eco-construction and developing green lifestyles can be easy, accessible and affordable, and provide a good quality of life. The overall aim is to reduce our impact - our ecological footprint – by two thirds to a sustainable and globally equitable level.

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- One Planet Living is a partnership between BioRegional and WWF which will show how this is possible by establishing five **One Planet Living Communities** in Europe, USA, China, South Africa and Australia. Each community will be home to more than 5,000 people and includes schools, factories, health and leisure facilities, transport and food links
 - www.bioregional.com

London Recycling Ltd

- A **family run** company established in 1986, **London Recycling Limited** has four working directors who ensure personal attention through a **'hands-on'** approach at all stages of their service. Strategically located on the east side of the City of London and the West End, their three depots now offer **unrivalled recycling, waste management** and **security shredding solutions** for business and industry. London Recycling Limited is the largest independent recycling company operating in the Greater London area. They are **firmly committed to environmental preservation** through **waste minimization** and **innovative** waste management techniques. On the forefront of environmental best practice they are moving over to use 50% bio-diesel and their operational fleet of trucks are already carbon neutral

²**Mum and Dad Photographic Studio**, Ground floor, The Back Building, 148-150 Curtain Road, London, EC2A 3AR

www.mumanddadstudios.com.