



WORDS
Leo Bear

A New Sustainable Era

Ground-breaking eco-friendly methods were adopted for the production of the SLH Directory. Discover the print process from conception to creation...



Previous page 'Toile Ocean', the cover material chosen for the SLH Directory, is made from 100 per cent upcycled plastics from the sea

Left from top Twelve million tonnes of plastic finds its way into the ocean every year; the Swiss start-up #tide ocean SA collects plastic waste from the ocean and converts it into yarn used in the print and textile industries

Below from top 'Extract (moon)'; the paper used for the endpapers of the SLH Directory, is made from recycled coffee cups; A close-up of the plastic granules that are spun into yarn and filament by #tide ocean SA



Not only is the SLH Directory a celebration of all things travel and luxury, it shines a light on a new frontier in sustainable printing. Advances in printing methods have evolved dramatically over the past decade and, in line with SLH's pledge to be considerate to the environment, everything from the ink to the binding, to the paper and the distribution of this book, has been carefully chosen to be kind to the planet.

Every hotel-lover knows that attention to detail is everything. The cover of this book was created by the esteemed Swiss family business Winter & Company, responsible for some of the most unique and refined cover materials in the world. Despite a heritage dating back to 1892, Winter & Company prides itself on being a forward-looking company. Its products are among the most aesthetic and environmentally-sensitive on the market today. 'Toile Ocean', the cloth chosen for this book is made from 100 per cent upcycled plastics from the sea. It was developed in association with #tide ocean SA, an innovative Swiss start-up that collects plastic waste from the ocean and compresses it into granules that are spun into yarn and filament. As well as being used in the print industry, these filaments are being used by high-fashion labels such as Tom Ford and Hugo Boss.

G. F Smith, the suppliers of the endpapers for the SLH Directory (the papers lining the inside of the cover) are based in the north of England and have been operating since 1885. As well as being renowned for the impeccable quality of their paper stock, they take the issue of climate change seriously. 'Extract (moon)' is created from recycled coffee cups and therefore fitted SLH's brief perfectly. A combination of chemistry and craftsmanship was required to transform hundreds of disposable paper coffee cups destined for landfill into the elegant pages lining the cover of the book you are holding today.

For the main bulk of the Directory, it was essential to create a pleasing tactile experience for the reader as well as ensure the precision of colour and vibrancy – both of which are affected by paper weight and thickness. For this reason, the decision was made not to use recycled paper. However, the entire Directory is printed on FSC-certified paper sourced from responsibly managed forests.

Every single word in this book has been printed using vegetable-based 'bio-inks', an eco-friendly alternative to conventional inks that contain fewer harmful chemicals. Primarily composed of biodegradable elements such as alginate (derived from seaweed and algae) and cellulose-based hydrogels found in the cell walls of plants, bio-inks have the additional benefit of producing fewer emissions during the printing process itself. This was a primary consideration for Graphius, the Belgium-based company that was responsible for printing the books.

Digital technologies are sure to advance over the coming years allowing for even more efficient and eco-friendly printing techniques, and rest assured, SLH will continue to be at the forefront of the latest developments.