



# GREEN MARK CASE STUDY

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## OPX Communications Design

### Organisation background

OPX is a London based design studio employing 15 people. We have grown from the 3 founding partners in 1992 to where we are now through a commitment to listening to our clients and understanding what their issues and aspirations are and providing appropriate and beautiful solutions. We specialise in branding strategy, corporate identity creation and roll out, printed communications, exhibitions and environment design, e-communications and website design and strategy.

### Why Green Mark?

We want to be good – not just at what we do but also how we do it. We care about how we affect other people and the environment in which we live and work. We heard about Green Mark and thought this would be a way of benchmarking ourselves against a recognised standard.

### Significant changes

The main changes have been with regard to conformance to legislation, getting documentation in place for what we were already doing – waste transfer notes and such like. The work we do and the environment in which we work is by its nature lower impact than many businesses but we have been given some new ideas through the assessment process and are continuing to improve our processes and trying to influence both our clients and suppliers.

### Advantages of Green Mark

The people we dealt with at Green Mark were extremely helpful and pleasant and were full of help and ideas. They are very committed and together we are hoping to achieve Level 2 accreditation in the future.

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