

Shropshire E-tailer, Stinkyink.com Achieves Investors in People and Green Achiever Awards

Recognition For Both Its Environmental and Staff Development Credentials

- *Hi-res company and awards logos at <http://www.stinkyinkshop.co.uk/blog/resources-and-materials/>*

Bridgnorth, Shropshire – 9 August 2010 – [Stinkyink.com](http://www.stinkyink.com), the printer ink online superstore, has been recognised for its commitment to a greener approach to business and to developing its staff. Stinkyink's [Investors in People](#) (IIP) accreditation has been renewed, and it has also joined the [Green Achiever Scheme](#) to demonstrate its environmental awareness and commitment to reducing its carbon footprint.

Investing in staff

IIP is a Government-backed authority that provides a simple and flexible framework to help UK organisations of all sizes and sectors to improve their business performance and effectiveness by developing and harnessing the skills of their people. Stinkyink.com has held the IIP standard since August 2007 and has just had the award confirmed for the second time.

Investment in its staff is a key reason why the company has been able to grow rapidly despite a recession. Stinkyink has a structured development programme which goes from induction to get new staff working productively within days, through on-the-job instruction to regular professional training in everything from print technology to customer care. This means that everyone is competent in any role within the business and can help out to keep orders flowing.

Investing in the environment

Always keen to be a responsible business, Stinkyink.com has taken its existing efforts a further step by being professionally audited under the Green Achiever Scheme. This process ensures it complies with eco-legislation, has an environmental business policy, establishes a baseline carbon footprint and produces a 12-month plan for further reducing impact on the environment.

Besides a staff car-share scheme, major efforts to cut electricity use and minimise waste from in-house printing, recently Stinkyink.com has given customers a new way to be eco-friendly. They can visit the [Recycling Page](#) and download FREEPOST labels so they can recycle cartridges appropriately, easily and for free.

John Sollars, managing director of Stinkyink.com says, “We are a small business with a big conscience. We need to look after our planet and the Green Achiever audit allows us to demonstrate our ‘greenness’ to customers. It has also given us a strategy to build on our achievements, so we’re aiming for Gold next year.”

He adds, “IIP accreditation is a huge pat on the back for any business. It is a recognition that we ‘do things right’ and treat our customers, suppliers and team members with respect. These days people talk about ‘empowerment’, but the reality is if people feel that they are included and important within the business then they are empowered; they are able to make decisions independently and allow me to focus on my next great idea!”

Contacts:

For more details and photos...

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About Stinkyink.com:

Founded in 2002, Stinkyink.com is an online superstore for printer consumables based in Shropshire, providing supplies for all inkjet and laser printers at great prices. In addition to a comprehensive range of ink and toner cartridges, it provides expert customer service, free delivery and a 100% product guarantee. Stinkyink.com won the Shropshire Small Business Award 2007 and was a finalist in 2010. Its customers comprise of home consumers, businesses of all sizes, plus schools and colleges. www.stinkyink.com

About the Green Achiever Scheme:

The Green Achiever Scheme has been set up by E4environment, an environmental consultancy, to enable companies to demonstrate their credentials to suppliers, customers and any other parties interested in green business.

Any business or organisation interested in Green Achiever will start by registering free at www.greenachiever.co.uk, complete a short questionnaire to outline its responsibilities and receive a listing in the Green Achiever online directory. The first level is self-assessment, which includes a declaration of environmental commitment. Silver is the next and demonstrates the positive action taken in the way it cares for the environment. The highest level, Gold, is attained following an extensive environmental audit.

