



Owner of Papercut graphic design, Claire Connelly

Papercut: graphic design with a green edge

Owner of Papercut graphic design, Claire Connelly is on a mission – and that is to create great design for business while at the same time remaining environmentally conscious.

“In today’s climate being environmentally conscious is not just a want – it’s a must,” Claire said.

“We strongly believe in the value of environmentally sustainable options for our clients and offer sound advice on the topic – and it’s our point of difference from our competitors,” she says.

Claire opened Papercut in November 2007 because she saw the need for a graphic design business in Canberra that implemented an environmentally friendly approach. Claire and her team dedicate themselves to producing clever, appealing and sustainable design for their clients without compromising the integrity of the design.

Papercut make green choices in every aspect of their practice, from consulting with clients about environmentally friendly design options, choosing printers with similar environmental values, using paper with recycled content and actively practising recycling and low energy use in their design studio.

“As a graphic design business, we have the

potential to create a lot of waste. By going green in our design studio we are helping to reduce our carbon footprint, and that of our clients,” Claire said.

Operating out of a 1950s house in Turner, the Papercut studio is a ‘green’, creative hub within the city. Claire and her team pride themselves on being a small boutique studio that greets clients with a friendly and personal approach while offering cutting edge design. The Papercut team work across all aspects of visual communication from complete corporate identity packages to annual reports and magazine design through to websites.

Claire says, “Businesses in Canberra actively seek us out and hire us over other graphic design businesses because of our green motto. These businesses have already taken a holistic green approach in their practice or are looking to become more sustainable in the future. They want to actively contribute to helping the environment which includes starting with their own branding and graphic design.” ■

For more information visit www.papercut.net.au or contact Claire on phone 6162 4045 email Claire@papercut.net.au.

FACT: Employees in the Australian Capital Territory had the highest mean weekly earnings (\$1,138), while employees in Tasmania had the lowest (\$814) (Australian Bureau of Statistics, 17 April 2009).