

CAPITAL makes Olympian effort

IF THERE IS AN ANCIENT PROVERB suggesting opportunity can spring from adversity, then it might well have been written for Capital. The East London-based marketing campaign solutions company was delighted that London was awarded the 2012 Olympic Games. However the downside was its site was located in the middle of the area requiring clearing and redevelopment to make way for Olympic facilities.

So Capital, which offers a full range of services to retailers and brand owners that incorporate everything from concept design to delivery of wide format and POS display materials, has had to move to a new location five miles away, and therein lay the opportunity to forge a more environmentally-responsible future.

Capital's new building, located on the Beckton Waterfront and occupying 130,000 square feet of space, continues to support the company's ethos and commitment to the environment by incorporating a comprehensive list of energy saving and recycling features. BREEAM is the world's most widely used environmental assessment method for buildings. It assesses buildings against set criteria and provides an overall score, which will fall within a band providing either a Pass, Good, Very Good or Excellent rating. Capital's new site has achieved a BREEAM assessment rating of 'Very Good' or better.

Not that this is the first step Capital has taken to improve its environmental performance, explains head of sales and marketing, Russell Tookey:

"At Capital we have long been firmly committed to choosing the most

Forced out of its East London location by 2012 Olympic redevelopments, Capital has turned the necessity of moving to advantage by building a new site that has eco-friendliness at its heart.



Capital's new Beckton Waterfront site was designed with energy saving and recycling features in mind; (inset) a thermal image of the Capital building demonstrating its energy efficiency

environmentally friendly path and have been ISO 9001/14001 accredited for many years. Because our relocation, to make way for the 2012 Olympic Zone, meant we were moving into a brand new development, our new premises have been custom-built. This allowed us to incorporate some features that are designed to conserve power and minimize carbon emissions.

"In some instances, we have been able to exceed government targets. For example, the new building will reduce our carbon emissions by 12.65% while

the government target is 10% by 2012. We are delighted to be able to help reduce our environmental impact so significantly."

The extent of the low or zero carbon systems that have been employed at Capital's new Beckton building, makes impressive reading, and includes: **Passive Stack Ventilation (PSV)** - the most effective natural ventilation strategy uses a combination of cross ventilation, buoyancy (warm air rising) and the venturi effect (wind around a high level opening creating suction) allowing a temperate equilibrium.



