

Collins launches green bible

John Ryan

13 May 2008

Collins is to make its bible publications sustainable with the publication of *The Green Bible* in October.

Priced £12.99, the latest edition of the New Revised Standard Version will be printed on sustainable Forest Stewardship Council paper, in an initial print run of 6,000.

The move heralds the beginning of an initiative that will see each new Collins bible translation made available on FSC paper within the next two years. *The Green Bible* is billed by the publisher as "a priceless message that doesn't cost the earth".

Sam Richardson, head of religious publishing at Collins, said: "The environment has become a hugely important issue for Christian customers, but until now they haven't had access to a sustainably produced Bible".

The new eco-version will include a study section showing what the scriptures had to say about the environment. Currently, Collins has four different bibles in print and is the UK's biggest bible publisher.

The move into FSC paper bibles marks an extension of HarperCollins UK's green strategy that has seen the publishing group shift close to two-thirds of its list onto sustainable paper since 2006. HCUK also claims to have made its operations carbon neutral at the end of last year.

Source: www.thebookseller.com