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James West, CEO

"This image was purchased by the Waste and Resources Action Program (WRAP), an environmental agency that works with the British government on recycling," James West explains. "The picture was used by WRAP for an advertising campaign; the agency wanted an image that would reflect an environment where wildflowers could grow and be sustained through effective re-use of waste. They also didn't want a picture that looked too much like a stock shot. Previous uses have been editorial and direct mail."