



ECO-FRIENDLY GRAPHICS



PLAN IT FOR THE PLANET



We understand that planning an environmentally friendly project or event can be tricky. It's fraught with product decisions and recycling issues.

We get it.

We also understand there's a lot of greenwashing out there to confuse and distract consumers.

So we're giving it to you straight.

Here's a guide to graphic solutions that will be far less damaging to our planet than the products you're used to ordering, along with some planning tips too.

Get in touch to discuss your next big green idea and we'll make it happen.

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PLAN FOR THE END FROM THE BEGINNING

Work backwards. It makes sense we promise.

Begin by deciding what's going to happen **after** the event, campaign or project. What recycling streams will be available to you? What elements can be reused. What storage facilities and capacity will you need to keep any reusable items.

This practice will help you choose products that are kinder to the planet such as PVC-free solutions. But it's also important to consider FSC sourced papers and materials that have been made from recycled waste themselves.

RESOURCE EFFICIENCY



Whether you're planning a short-term event or long-term ambient graphics project, we can all be more resource-efficient which is kinder to our planet.

Think about how you're going to approach your project and how it might be used, or reused in the future.

Recycle






We stock a wide range of recyclable products that are great alternatives to the more damaging solutions. When you recycle them, they can be steered away from landfill and once processed, their new form can be used again.

Reduce

It's always good to consider if each element is absolutely needed or if the substrate is being used to its maximum potential. **Optimise material usage** by considering roll width and sheet size which will reduce wastage and get more bang for your buck.

Reuse

Or more specifically, build it to last. If recyclable solutions aren't suitable, then design your project to stand the test of time. Plan to invest in durable solutions and reuse quality elements that will only need small, sustainable upgrades from year-to-year.

| Old product | Eco alternative | Description | Recyclable | Recycled | Reusable | PVC Free |
|--|-----------------------|---|--|----------|----------|----------|
| Wallpaper Polycril Vinyl Phototex | ECO One Wall | Made from 100% recycled PET plastic (bottles) |  | ✓ | ✗ | ✓ |
| PVC Banner | ECO Fabric | Frontlit fabric made from 100% recycled PET plastic (bottles) |  | ✓ | ✗ | ✓ |
| | Eco Banner | Kavalan Banner. PVC-Free with a water-based biodegradable coating | ✓ Supplier | ✗ | ✗ | ✓ |
| Dibond | Tenshield | 10 Year guarantee. Kraft paper core. Hi-Pressure laminate and resin coated | ✓ Supplier | ✗ | ✓ | ✓ |
| | Chromaluxe | Dye sublimated aluminium | ✓ Supplier | ✓ | ✓ | ✓ |
| Vinyl | Alumigraphics | Aluminium foil with adhesive backing |  | ✗ | ✗ | ✓ |
| Tension fabric | FabriFrame | Frontlit system paired with Eco Fabric |  | ✓ | ✗ | ✓ |
| | Eco FabriLight | Backlit system paired with Eco Fabric |  | ✓ | ✓ | ✓ |
| | Autex Cascade | Acoustic hanging panels, made from 45% recycled PET. 12mm. Available in 17 colours. | ✓ Supplier | ✓ | ✓ | ✓ |

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|---|----------------------------|--|---|----------|----------|----------|
| Correx Celtec Foamboard Foamex Forex Foamalite | Xanita Kraft | Closed cell – stronger than honeycomb 100% Paper. Brown Kraft colour outer and core. 10mm and 16mm |  | ✓ | ✓ | ✓ |
| | Xanita Print | Closed cell – stronger than honeycomb 100% Paper. White outer. Brown kraft core. 6mm, 10mm and 16mm |  | ✓ | ✓ | ✓ |
| | Coala Air Board 2DW | 100% Paper. Honeycomb. White outer and white core. 10mm and 16mm |  | ✓ | ✓ | ✓ |
| | Katz Board Original | Pulp board with an off-white core. Indoor use. 3mm and 5mm. |  | ✗ | ✓ | ✓ |
| | Katz Board Outdoor | Pulp board with an off-white core. Outdoor use. 1.2mm and 2mm. |  | ✗ | ✓ | ✓ |
| | Dispa Classic | Multi-directional fluted paper core and outer liner. White. 2.4mm (3-layer) and 3.8mm (5-layer) |  | ✗ | ✓ | ✓ |
| | Dispa Outdoor | Multi-directional fluted paper core and outer liner. White. Suitable for outdoors. 2.2mm (3-layer) |  | ✗ | ✓ | ✓ |
| | Libra Weather Board | Pulp/fibre board like Katz, but with a brown core made from recycled stock. 2.2mm. Suitable for short-term outdoor projects. |  | ✓ | ✓ | ✓ |
| | Triprint | Strong, multi-directional core with grainy face. White. 3.4mm and 5.7mm. |  | ✗ | ✓ | ✓ |
| | Biprint | Smooth white face and white fluted core. 6mm thickness. Other colours available. |  | ✗ | ✓ | ✓ |

THE MX DISPLAY PLANET PLEDGE

We are a solutions-led business, striving to source the best products for our customers and deliver excellence in all that we do. With this responsibility comes social accountability which we have committed to for 2022. This will expand to include further initiatives as our business grows.

COMMUNITY

To reduce waste and landfill, we work with local schools to upcycle our waste vinyl for their craft and display projects. Our end-of-roll vinyls are donated and delivered to one of three local schools each year for them to use how they like.

RECYCLING

Working in partnership with a local waste management company, 0% of our waste goes to landfill. We are developing recycling schemes for our clients to help introduce a closed loop system for specialist products such as polyester.

WILDLIFE

Our head-office, on the edge of the peak district is often visited by moorhens and squirrels who like to pop by and say hello. Each year we support Derbyshire Wildlife Trust at their Wildside Festival with graphics and signage.

TREES

To help offset our carbon emissions in our local area we plant one tree each year for every member of the MX team. The trees are predominantly planted in managed woodland where they will fulfill their natural lifespan and biodiversity targets.

DOING OUR BIT

We don't profess to be eco-angels, but we're certainly conscious of our impact and make steps to reduce our effect on the planet.

Inks

We make sure all our inks are covered by one or more of these certifications to ensure they have low chemical emissions and reduced environmental impact.



Eco Mark Certification
Number 14142007

Energy

Along with most other businesses, we use computers and machinery, and we're always looking to save energy for both our planet and our fuel bills.

82%

We've invested in a new LED cured printer that uses 82% less energy.

Three-quarters of our electricity comes from renewable sources.

75%








FLOW CHART

Your step-by-step guide to asking the right questions to deliver a well-considered, eco-friendly project.

- 1.** How long will it to be used for?
There is a huge difference in product suitability between short-term events and long-term projects.
- 2.** Indoor or outdoor?
This will help you choose the right product and understand what challenges it will face.
- 3.** How essential is it?
Is there a better way to deliver this element? Can it be smarter to save materials or make it last longer?
- 4.** Will it be reused?
Yes – great! If not, why not? Can it be designed to be used for another event or moved to another location?
- 5.** Can it be recycled?
Yes – great! If not, then your project will sadly be heading to landfill once it has fulfilled it's purpose.

WHICH PLASTIC IS FANTASTIC?

Did you know that every piece of plastic ever made, still exists today. So recycling it into new products is a great way to reduce landfill, but which ones can be recycled?

- | | | |
|---|----------------------------------|-----------------------------|
|  | Polyethylene Terephthalate (PET) | ✓ Easily recycled |
|  | High Density Polyethylene (HDPE) | ✓ Easily recycled |
|  | Polyvinyl Chloride (PVC) | ✗ Difficult to recycle |
|  | Low Density Polyethylene (LDPE) | ✓ Manageable |
|  | Polypropylene (PP) | ✓ Easily recycled |
|  | Polystyrene (PS) | ✗ Difficult to recycle |
|  | Other | ✗ Very difficult to recycle |

TEN SIMPLE ECO-GRAPHICS RULES

1.

Choose paper over plastic

2.

Consider end-of-life for graphics

3.

Plan recycling streams

4.

Design elements to last or be reused

5.

Use our eco-friendly alternatives

6.

Avoid laminating

7.

Rule out single-use PVC products

8.

Say no to the status quo. Innovate.

9.

Reduce short-term vinyl usage

10.

Cut landfill