

Our Internal *Environmental* Rating System

What's it all *about*?

With so much greenwash and many misleading environmental claims circulating through our industry, it is difficult for the consumer to make decisions based on fact.

We need to question such claims and let the consumer know the true facts about their intended purchases, so they can make informed decisions.

We can't take for granted that the information given to us by our supply chains is accurate.

The "eco-friendly" tag abounds, yet it is extremely doubtful that, if anything we do, buy, sell or use is "friendly" to the environment.

OUR APPROACH

Our *approach*

Research into the manufacture of our own products has led us to implementing an Internal Rating System based on selected criteria that should reflect a softening of the adverse impact on the environment.

Hopefully this will help you provide more informed product choices to your customers.

01 **Manufactured in Australia**

02 **Manufactured using
renewable energy**

03 **Australian-made materials**

04 **Recycled materials**

05 **Recyclable products**

06 **Compostable**

07 **Durable and reusable**

Manufactured in *Australia*

In general, Australian manufacturing facilities must abide by stringent workplace standards; and enforceable federal government legislation sets minimum wages and working conditions.

State and local government environmental standards must also be met.

With all of this in mind, the "Made in Australia" tag represents a consistent minimum standard compared to the unknown of products made offshore - from where most products in our industry are sourced.

OUR APPROACH

We, together with other local producers, are going the extra mile by attaining and maintaining an EMS (Environmental Management System) and adopting a CSR (Corporate Social Responsibility) platform.

Rapid turnarounds, quality control quick fixes and problem solving are also obvious advantages of dealing with reputable local suppliers.



It's a *BIG* tick for this category.

Manufactured using *renewable energy*

Operating in Tassie presents the opportunity to utilise electricity generated by our hydro-electric scheme.

We don't take this for granted though, and continually look for ways to curb our energy usage.

OUR APPROACH

We machine shop in Europe, where we are able to make the most informed decisions and stay abreast of developing technologies that focus on energy-efficiency.

The annual trek to Europe keeps us at the forefront of the amazing advances in all things enviro in their region.



Using renewable energy is an *obvious* tick.

Australian-made *materials*

With most of our raw materials now made offshore, sourcing locally-made has become more challenging.

We source Australian-made where possible, for example, our polypropylene products, corflute material, and some of our paper and boards are Australian made.

Suppliers of imported material are providing us with documentation showing country of origin and compliance to our standards regarding ethics, including Modern Slavery Act, toxicity of raw components, recyclability etc.

OUR APPROACH

We regularly attend overseas trade shows to find the most suitable and sustainable materials for our printing processes.



We will continue our search for Australian-made materials, the locally made materials that we do use will *get the tick*.

Recycled *materials*

Wherever possible, we source recycled raw materials for our print processes, and include this either as the standard, or an option for our product offering.

The process involved in recycling materials is not without its environmental impact, and may often involve more chemical processing than its virgin counterpart to achieve an outcome.

OUR APPROACH

Hugely in its favour, it is reusing existing materials, rather than using new materials.



And for this, recycled materials *definitely* earn a tick!

Recyclable *products*

How much of our recyclable waste actually gets recycled?

Based on the (well publicised) lack of recycling options available at present, a substantial amount of it is probably going to landfill.

When we buy (or sell) product that is labelled as recyclable, biodegradable or compostable, we need to be aware that each of these products needs its own dedicated recycling chain. If these products end up in landfill, they remain part of the problem, not the solution.

OUR APPROACH

It appears that inroads are slowly being made in identifying and implementing these waste streams. It's our intention therefore, to update our customers on the progress as information becomes available.



Given the pro-active approach that is currently gaining momentum, we'll give these products *the tick*.

Compostable

Composting is a very specific process, it needs to be exposed to moisture, oxygen and bacteria to biodegrade.

If compostable materials are directed to landfill, they will not decompose quickly, and will release methane. If they enter the recycling stream, they will contaminate the recycling process. These products have to be composted to have the intended effect.

OUR APPROACH

Compostable products and materials require less energy and water to produce, reduces the amount of waste sent to landfill, and will transform into ideal fertilizer to be re-introduced into the soil.



If these products enter the correct waste stream, this category will get the *BIGGEST*** tick.**

Durable and *reusable*

Durable and reusable connect with "useful" and "purposeful".

Customers regularly require printed products that are both durable and reusable. Durable, useful printed products communicate and educate with materials and inks that are meant to last.

Saving animals, conserving the wilderness, promoting byo containers, saying no to coal mining or plastic bags, and directing our recycling streams... all of these messages command longevity, and durable materials need to be used.

OUR APPROACH

Many of our products including vinyl stickers (regularly printed for conservation awareness groups), are still valid offerings to educate and promote awareness for any industry.



Directing consumers away from single use and disposable products
deserves a tick.

GET IN TOUCH

Any *feedback?*

We'd love to hear any suggestions on how we can improve our rating systems

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