

# LET'S ACT TOGETHER FOR MORE SUSTAINABLE VISUAL COMMUNICATION.

**The environment is screaming for help. We know it. Our clients know it. Their customers know it. As a major leading distributor to the Sign & Display industry, we - you, us and all of our clients and partners - have an extremely critical role to play to make our industry more responsible.**

**TO MAKE A REAL DIFFERENCE, WE NEED TO TEAM-UP WITH ALL INVOLVED.**

It's time to accelerate our transition to eco-responsible signs and displays. This is much more than a vision. It's our commitment. And it's not only good for the planet. It's also smart for business. Consumers are demanding responsible practices. Those who adopt them today will be better equipped tomorrow.

**THE GOOD NEWS IS, BEING RESPONSIBLE IS SIMPLER THAN YOU MIGHT THINK.**

To drive meaningful change in visual communication, we've created a framework that combines responsible sourcing, eco-friendly products with an objective rating system and dedicated team support, offering all our clients a seamless transition to sustainability.



antalis™

## DEVELOPING RESPONSIBLE SOURCING

We started already. Since 2013, we are engaged in developing responsible end-to-end supply chain management. To that extent, we developed **ANTRAK**, an online platform enabling us to collect, centralise and analyse suppliers' information related to regulation, product traceability and CSR commitments.

## CREATING AN OBJECTIVE RATING SYSTEM

We want to go further. Taking responsible action is essential, as well as being able to demonstrate it. Through our well-known and proven **Green Star System™**, we measure key factors, including raw material used and recyclability at end-of-life, each product comes with a rating from zero to five stars. We have extended this rating system to visual communication products. The goal is to climb higher together in our quest for sustainable solutions and give you the data to share with your own customers. **We aim for 75% of our products sold to be rated 3-stars or higher by 2030.**

## PROVIDING THE RIGHT PRODUCTS

Sometimes plastic really is fantastic. In fact, sometimes it's even ecologically pragmatic, like with heat-reflective window films or decorative coverings to avoid wasteful building renovations. But in the bigger picture, there is a clear urgency to move from fossil-heavy materials to recycled, recyclable and fibre-based solutions.

**We offer eco-responsible alternatives** for most indoor and outdoor visual communication applications with the same high level of performance. You'll be surprised by the quality of the eco-responsible solutions we've been investing in.

## MAKING YOUR TRANSITION SIMPLE

You want to be a more responsible business, but you have valid concerns regarding your budget, your processes and your expectations of quality. We know there's a lot to think about, and such a transition can be complex.

**Our sustainability specialists** are ready to sit with you, listen to you, understand your needs, explore new alternatives, and assist you in an eco-focused transition that's simple, efficient and viable to your long-term success.

## CAN WE COUNT ON YOU?

This is much bigger than us. We can't do it alone, and we're not going to do it all in one step either. We have a common goal to build a world in which eco-responsible visual communication is the gold standard.

There's a lot of work ahead of us. As a market-leading company, we've laid down the foundation to go forward. Now we're counting on you to help us make a real difference. **Let's make progress together!**