



IMPACT22

SUSTAINABILITY SUMMIT

Sustainability Spotlight
CONTRIBUTORS GUIDE

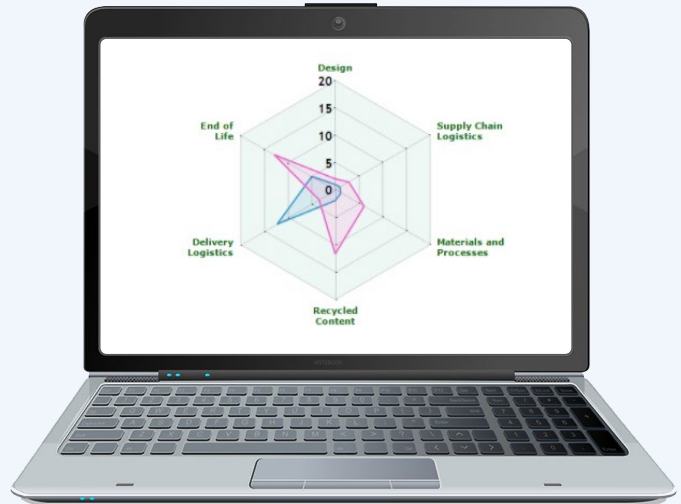


Measuring the environmental impact of your displays

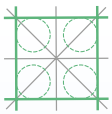
Sustain[®] is an indicator tool that works to Life Cycle Assessment (LCA) principles. It measures the environmental impact of the supply chain, materials and processes, and end of life. It is recommended by leading brands and retailers. The annual fee covers unlimited users and unlimited projects, on a per country basis.

Sustain[®] tool scope

The Sustain[®] tool will give you a score for the display and packaging separately, as well as combined covering the areas below. You are able to export both your inputs and the scores for each version.



An example of Sustain[®] tool rendered results



Design

Analyses the materials in each component, counting the number of unique types and assessing the displays' complexity.



Supply chain logistics

The tool measures the weight of each component, transport method and distance between supplier and manufacturer.



Materials, processes & packaging

For each component, the Sustain[®] tool calculates the carbon content, water, renewability, recyclability, and recycled content.



Delivery logistics

Establishes quantity of display in container, along with transport distance and transport method.



Recycled content

Measures the percentage by weight of recycled content in both materials and packaging.



End of life

This includes ease of disassembly and how the materials will be disposed of; recycled, reused, incinerated and landfilled.

The Sustain[®] tool delivers a range of metrics, measuring CO₂e, water, recycled material content, end of life and component recyclability.

How to use the results

Once you have your outputs, the Sustain[®] tool includes recommendations for improvement in your environmental impact. The outputs can then be exported for your own analysis and collation.

What does it cost?

Members: 1-month trial **£245**, 6 -month licence **£575**, 12-month licence **£1099**.

Non-members: 6-month licence **£850**, 12-month licence **£1499**.

Prices valid from 1st July 2022.

Foreword

The way we view the environment has been changing dramatically in recent years. The impacts of global warming have been clearly visible, and awareness of the need to conserve finite resources has grown substantially.

As with all areas of society and business, the world of retail and display has a significant part to play in the global effort to reduce what we consume, and to better deal with the waste from the activities we engage in.

POPAI has been leading this effort since 2010, when we initially obtained government funding to initiate our sustainability programmes. We are now at a stage where it is imperative for all sectors of the industry to rethink their approach, and mandatory for all of us to take an active role in making change.

Since January 2020 our sustainability effort has been re-invigorated, initially through a meeting of 20 brands and retailers who re-stated their commitment to sustainability. Firstly, with Sustain® the eco-design indicator tool, then with the updated Sustainability Standard for companies. We then moved on to setting up the Sustainability Council, representing all sectors of the industry, to advise and guide on key issues as they arise, and finally we introduced the Sustainability Partnership to provide support and advice for brands and retailers.



We are at the beginning of a knowledge journey, both for POPAI itself and for the industry. With the underlying principle of promoting best practice, we will be investing substantially in projects to better support and inform the industry on matters of sustainability from every aspect.

The first of these is this report on recycling of temporary display and packaging. In the future, we will be looking at permanent display, materials alternatives, design guidelines and other critical matters for building a sustainable future.

We have already completed research on environmental logo awareness, released the Retail recycling research - temporary display and packaging, and are currently working on the permanent display and fixtures element of the same project. Our thanks to the sponsors of these projects, Antalis, HH Global, Linney, Momentum Aftermarket, RTC, Tag and Mars Wrigley.

Martin Kingdon
Chair and Sustainability Director

POPAI UK & Ireland





PERSPEX®re and CRYLUX®re

Cast acrylic sheet made of 100% recycled MMA



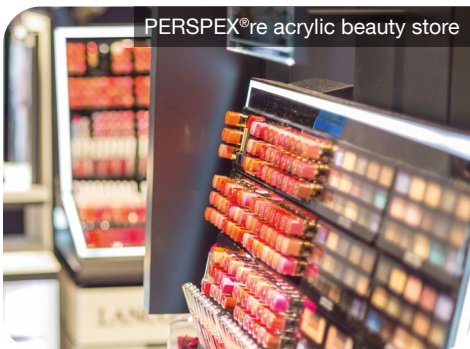
CRYLUX®re acrylic mock-up



CRYLUX®re acrylic mock-up



PERSPEX®re acrylic display



PERSPEX®re acrylic beauty store

PERSPEX®re and CRYLUX®re are acrylic sheet materials which are made using 100% recycled methyl methacrylate (rMMA), obtained from PMMA scraps and waste. The rMMA is gained from depolymerisation of acrylic sheets and liquid waste coming from our own production by using a cracking and distillation process which recovers MMA.

A thermal treatment allows polymer chain scission into monomer molecules. In a later step, a high accurate distillation process separates MMA molecules, achieving a high purity standard. The recycled material can be reused (over and over again), which not only saves raw materials, but also prevents waste. Moreover, the described process takes place in Europe, close to our production plants which additionally minimizes the carbon footprint due to the short transport ways.

This process is aligned with Circular Economy fundamentals obtaining raw material from waste products.

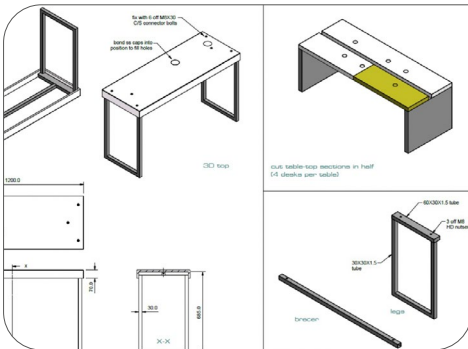
PERSPEX®re and CRYLUX®re are the perfect choice for a wide range of applications due to their high optical transparency, durability and UV stability. Whether you are looking for a new corporate signage, a high quality POS/POP display, a luxury shop fitting or even individual pieces of furniture and art works – PERSPEX®re and CRYLUX®re will maintain the same properties as material produced with virgin acrylics.

With using PERSPEX®re or CRYLUX®re you can help to close the loop!



CHOOSE TO REUSE

Rethink the possibilities for End-Of-Life to help you reach your sustainability goals



100% can help brands reduce the carbon footprint of the display lifecycle by using the products and materials to their fullest extent, lessening the environmental impact and optimising return on investment.

What can we do?

Our range of reuse solutions are designed to transform POP once it has reached its end-of-life; repurposing displays and transforming them into something new or regifting components to benefit those in need.

What are the benefits?

Reusing prolongs the life of display parts by minimising the need for precious raw materials and reducing costs of new production. The impact is lower CO2e emissions per project and creation of social benefit for charities, schools and many others.

How can we support you?

We have gifted electronic devices to charities in the UK, refugee families across Europe and are transforming permanent displays to furniture for schools in developing countries. We're also converting difficult to recycle items, such as fabric lightbox graphics, into exciting new products.

Whether you have already deployed your P-O-P or are developing a new campaign, we are your perfect partner to help solve the challenge of closing the loop on full circle sustainability.

To discuss your specific requirements, contact our team:

www.100percentgroup.com

+44 (0)161 929 959

hello@100percentgroup.com





SUSTAINABILITY AT arken

Being responsible about retail display



Our sustainability commitment straddles three strategic pillars: Projects, Factory and Facilities, and People.

We know the most important thing we can do is to reduce our materials use, waste, and shipping footprint. That's why we ensure sustainable practices across everything we do. From design and development (using our Sustainability Design Matrix and the POPAI Sustain[®], tool) to supply chain, manufacturing, and delivery.

As an ISO14001 and POPAI Sustainability Standard accredited business, we are continually audited to ensure we meet the latest environmental guidelines, and continuously strive for improvement.

We know we can make even more of a difference when we work together. Our internal Sustainability Committee leads the development of high quality initiatives. From the innovative arken Recycling Code to our Wild Flower Garden to help biodiversity and improve employee health and wellbeing, Car Share and Cycle to Work schemes, and introduction of vehicle electric charging points. Not to mention our ongoing commitment to ISO14001, PSS, Sustain[®] tool, and sustainability training.

Working towards a more sustainable future will always be a journey. That's why being environmentally conscious is integral to our future strategic direction, ensuring we have a net positive impact on our business, our clients, and wider retail industry.





A Brambles Company

SELL MORE WITH LESS

Better for business,
better for the planet



CHEP is the backbone of global supply chains. Our purpose is to connect people with life's essentials, every day: now we're committing to do that in a nature-positive way. Through the world's largest pool of reusable pallets and containers, CHEP enables customers' supply chains to become more circular, sustainable and efficient in terms of cost and use of natural resources.

Our intrinsically circular "Share and Reuse" business model and our active role in thousands of supply chains puts us in a unique position to pioneer regenerative supply chains.

Designed to maximize your product availability, speed up replenishment and inspire customers to buy more, CHEP's range of store solutions are next generation platforms with intelligent, patented sustainable features:

- Double stacking capability enables prebuilt displays to be transported more efficiently: optimizing truck loads, reducing empty transport miles and reducing storage space.
- Fully certified carbon neutral product that's 100% recyclable helping to reduce the CO₂ impact of your promotions in store
- All new Q+ Wheeled Quarter Pallets now use 100% up-cycled post-consumer waste for the top deck, with the Q+ Static Quarter Pallet incorporating 50%.





DELTA NET ZERO

The Product Lifecycle Calculator



The Product Lifecycle Calculator (PLC) is an in-house built product from winners of Printweek’s Environmental Company of the Year 2022 - The Delta Group. Designed to help our clients understand how their projects and processes impact their business and the environment. With the help of this innovative technology, we are able to track, report, and offer sustainable alternatives to all clients in the areas of material usage, production, transportation, and packaging.

The PLC was created in response to our environmental commitments highlighted in our Delta-Net-Zero strategy along with a notable demand from clients to pioneer technology to solve the modern challenges faced by sustainability reporting.

We partnered with third-party environmental analysts and engineers to help conduct a Lifecycle Assessment of all 16,000 types of materials that we use. And we conducted an energy usage assessment for each one of our print machines. Through transparency of such data, this allows our customers to create baselines, set climate-reduction targets and lastly, chose to offset any said emissions that cannot be reduced any further.

Join The Delta Group’s Sustainability Director Starzeus Hassan-McGhee as he presents the PLC and the positive impact it’s had on the environment and clients.





Retail Marketing

HABIT vs HYGIENE

Developing a 'Create Responsibly' culture

Retail is evolving.
Shoppers demand greater choice and convenience and expect a reduced impact on the environment.

We continually rise to this challenge in a way that protects brands and businesses and reduces the environmental impact.

We do this through an ethos to **Create responsibly.**
Through our people, tools and collaboration across supply chains to reduce waste, manage carbon and make POS better for the future of retail.

POS for Now.
Hygiene approach: Setting benchmarks to meet industry sustainability standards to reduce the environmental impact of POS.

And for Next.
Habitual practice: Empowering and engaging colleagues, customers and suppliers to create POS responsibly.

We believe Sustainability is not a hygiene factor; it's a habit. Good habits are formed when everyone plays their part, and they have the drive, tools, and resources to maintain it.

In recent years we have seen the shift in the importance of sustainability and the impact of what we do for customers. Historically, the focus for POS producers would be to provide 'hygiene factor' information such as, using chain of custody certified products and attaining sustainability certifications.

Going forward, the need to continually lessen our environmental impact and providing the evidence thereof is increasing in importance. Delivering this in a way which is authentic, meaningful, and proven, requires a fresh approach:

We Create Responsibly, habitually challenging the norm, to strive to do better and to make a positive difference to ours and our client's environmental impact.

We will demonstrate how unlocking habitual change is driving our 'For Now. And for Next' sustainability strategy. As a business with 30,000 employees, of which over 1100 work in POS, we have addressed this in three key areas:

1. Culture
2. Tools
3. Collaboration

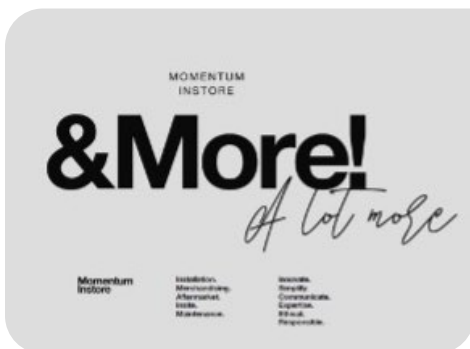
Our presentation covers how education and empowerment is having a positive effect on our employees, suppliers, clients and customers to create POS responsibly.





CHAIN OF SUSTAINABILITY

Why Aftermarket?



For over 40 years, Momentum has been known in the industry as retail installations and merchandising experts. But, we've actually been providing some of the UK's largest brands and retailers with much more than that for a long time.

We are a partner to our clients, from advising on POS concept, through to installation, maintenance and updates. And now, with our state-of-the-art aftermarket facility, we offer a unique end-of-life solution.

Previously, POS that was considered old would be sent to landfill, but we offer a unique refurbishment, reuse and recycling solution. We harvest spare parts for future use during deinstallation, storing them until needed, and we repair items requiring a little TLC, including electricals. Our restoration service can extend the life of a display by over ten years.

Only when an item has reached its absolute end-of-life do we break it down into commodity parts, such as metals, plastics and wood, and then facilitate the recycling process.

We call this our '**Chain of Sustainability**'.

The Chain of Sustainability is simple and cost effective, it also provides reassurance that nothing is wasted or going to landfill... sounds great right?

And it's been so successful, we have partnered with L'Oréal/Array working on our latest initiative called the '**Closed loop System**'. Would you like to know more?...

Kevin McCook
Momentum Instore
 Aftermarket UK





ASK YOURSELF

What's my excuse for not going PVC-Free?



The current global situation, combined with the long-term trends of sustainability and health and wellness have converged to bring an unprecedented, intense focus on the genetic makeup of materials that brands specify. The spotlight is firmly on the most commonly used material in our Industry, PVC.

If your brand is one of the growing list of prominent brands and institutions that have adopted PVC avoidance policies, has an environmental or health and wellness focus, or you simply want to use more sustainable materials to show case your brand and create an engaging retail experience, then your job just became easier.

Introducing Neschen easySTYLE and Neschen easy dot® PET.

These new, more sustainable, self-adhesive, PVC-free alternatives offer improved, high quality performance with a significant reduction in the price gap.

easySTYLE, is a decorative, self-adhesive, interior design film:

- Innovative PVC-Free construction
- Engineered for durability
- Cost- and time-efficient installation
- Stylish, haptic and authentic patterns
- More environmentally friendly

Easy dot® PET is the best, more eco-friendly solution for fast and easy to install and remove promotional graphics on windows and walls.

Whether it is interior design or P.O.P advertising. Whether it is furniture, fixtures or fittings, windows, walls or floors, Neschen has a high performance and affordable, more sustainable option for you.

For more information visit www.neschen.com

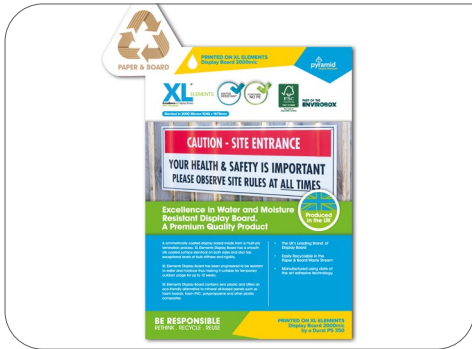




Part of the GRIMCO Family

PLASTIC IS PLASTIC IS PLASTIC

The Public Perception



Over the last 10 years the retail market has seen a steady migration of POS, Signage and advertising materials from traditional PVC products to the more sustainably produced and easily recyclable polypropylene printing and fabrication substrates.

Driven primarily by Greenpeace, the public perception of PVC in general has been of a plastic product that is bad for the environment with toxic properties as well as not being easily recyclable. The public mood was PVC is bad and we shouldn't be using it. At the time many retailers and brands made the statement 'we will be looking to remove PVC from our in store advertising'

But things have moved on at a pace and accelerated further post pandemic. The world seems to have really woken up to many environmental issues with the most prominent being the amount of plastic that is being dumped into our oceans and the effect this is having on both wildlife and the environment in general.

So public perception has shifted again to 'plastic is plastic' (no matter if it is responsibly manufactured and recycled) and all the negative connotations this brings being the new mantra.

Now is the time to explore the range of products available for instore POS and signage manufactured from the most recycled products in the world, Paper & Board and reduce plastic usage for good.



Notes:

Lined area for notes, consisting of a large light green rounded rectangle with horizontal lines.



POP AI Sustainability Standard (PSS)

For Suppliers



An environmental and Sustainability Standard for your business

The PSS embeds environmental and sustainable principles within your organisation, and is designed for the display industry.

Based on a [7-stage process](#), the standard helps organisations understand how they may develop their internal systems and processes, how they may design displays in a more sustainable manner, and how to work with their value chain to improve their performance.

The standard is renewable annually and forms the cornerstone of the commitment made by POP AI UK & Ireland to work towards a more sustainable future for the industry.

POP AI's Sustainability Vision

POP AI UK & Ireland is committed to reducing the display industry's impact on the environment. We recognise the most effective approach to improving the sustainable performance of retail marketing is to work collaboratively throughout the value chain.

We are committed to achieving this, working with all parties in the value chain to achieve real and measurable reductions in our environmental impact.

The 7 stages of the PSS



**Your company may not have to complete some sections, if not relevant or you hold other accreditations.*

What does it cost?

POP AI Members: Annual accreditation **£749** | **Non-members:** Annual accreditation **£1199**

Prices valid from 1st July 2022.