

## News release



### POP AI launch industry Guide to 'Green' PoP Best Practice

Wednesday, 09 July 2008 – Retail Marketing trade association POPAI UK & Ireland (Point of Purchase Advertising International) has announced details of a new **Guide to Environmental Best Practice**, designed to help retailers, brands and suppliers to formulate strategies for tackling green issues.

The Guide, which has been developed in collaboration with sustainable business expert Envirowise, includes useful advice on all aspects of the P-O-P process, from design, manufacturing processes and materials, to installation and fulfilment, as well as a range of operational issues, including minimising the carbon footprint and wastage linked to plant and premises, and ways to develop an ethical supply chain.

Officially unveiled at the organisation's recent Members Meeting, held in London on Thursday 03 July 2008, it will be backed by the launch of a new Green Project – designed to encourage POPAI members to formally commit to reducing their environmental impact. By signing up to the Green Project, members will agree to work towards and monitor self-imposed KPI's over a period of 18-24 months, with details of progress be reported on via a portal on POPAI's website – [www.popai.co.uk](http://www.popai.co.uk)

Martin Kingdon, POPAI UK & Ireland director general, says: "The green debate is no longer an emerging issue. But whilst there is clearly a desire by many to be 'greener', there is undoubtedly a need to raise awareness of key sustainability issues, both from a retailer, brand and supplier perspective. As an organization, we are committed to helping those within the industry – across the entire P-O-P lifecycle – to reduce their environmental impact, with a view to developing self-imposed KPIs throughout 2008/9."

Information gathered from the two-year Green Project will be used by POPAI to set benchmark minimum standards that companies operating within the industry must comply with in order to be accredited with the POPAI Kitemark for Environmental Best Practice, which will help those involved throughout the P-O-P process to make more informed decisions about what is placed in-store, how it is produced and what happens to it afterwards.

The **Guide to Environmental Best Practice** can be downloaded at [www.popai.co.uk/market-intelligence](http://www.popai.co.uk/market-intelligence)

**ENDS – 09 July 2008**

**For more information, please contact:**

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**Notes to Editors:**

- POPAI is an international trade association for companies involved in P-O-P & retail communications, representing an industry worth over £1bn per annum
- POPAI is dedicated to serving over 1800 members internationally, by promoting, protecting and advancing the broader interests of P-O-P through research, education, trade forums, networking and legislative efforts. POPAI UK & Ireland currently has over 200 members.