

Is your billboard campaign as green as it can be?
Compare your options...apples to apples.



PVC "Vinyl" Flex

Each year, the outdoor advertising industry uses approximately 250 million square feet of polyvinyl chloride (PVC) or "vinyl" billboard flex, a material that is difficult to recycle after its primary use. Meanwhile, many leading companies have committed to reducing or eliminating their use of PVC materials when viable alternatives exist.

Eco-Flexx™

Eco-Flexx is a 100% recyclable polyethylene (PE) substrate for billboards. Durable and non-toxic, Eco-Flexx creates deep, saturated color for the most demanding advertisers in an environmentally responsible manner – and at a comparable price to PVC flex billboards. Not only can the entire mass of Eco-Flexx be melted down and recycled with the resulting plastic material available for use in a wide range of products, but billboard companies can arrange to have Eco-Flexx collected for recycling after its use anywhere in North America.

An environmentally responsible option for billboard printing

Introduction

Each year the U.S. outdoor advertising industry uses approximately 250 million square feet of PVC or "vinyl" billboard flex. PVC billboard flex is typically made of a polyester fiber core and PVC surface. The PVC (resin and plasticizer) contributes about 80 percent of the weight of the product.

Many leading corporations and organizations have publicly committed to reduce their use of PVC materials when practical alternatives exist. Businesses that are adopting non-PVC alternatives are a cross-section of global enterprise including influential brands such as: Adidas, Nike, Victoria's Secret, Aveda, Crabtree & Evelyn, Catholic Healthcare West, Kaiser Permanente, BMW, Daimler-Benz, Honda, Nissan, Toyota, Volkswagen, Volvo, Apple, Dell, HP, Microsoft, Nokia, Samsung, Sharp, Sony, Ikea, Lego, Wal-Mart, and many others.

To the right are policy statements made by some of these companies:



Apple

"Some companies have made promises to phase out other toxic chemicals like PVC, a type of plastic primarily used in the construction industry but also found in computer parts and cables, and brominated flame retardants, or BFRs, which reduce the risk of fire. Apple began phasing out PVC twelve years ago and began restricting BFRs in 2001. For the past several years, we have been developing alternative materials that can replace these chemicals without compromising the safety or quality of our products."

Microsoft

"We will completely eliminate PVC from our packaging by Dec. 31, 2005. As Microsoft began evaluating the issue, we decided in 2003 that removing PVC was the right thing to do, especially since at that time there were viable alternatives."

Wal-Mart

"We believe that Wal-Mart can significantly reduce the amount of waste going to landfills in our communities, and reduce costs through increased recycling of the remaining material. We are committed to replacing PVC packaging for our private brands with alternatives that are more sustainable and recyclable..."

Nike

"PVC, a material linked to a host of environmental concerns, is everywhere in our industry and in many others. While PVC is not widely banned by legislation, Nike voluntarily chose to eliminate the material from its products."

Sony

"PVC, a widely used plastic, may pose a risk to the environment if disposed of improperly... [and may] contain various other... plasticizers and stabilizers, which are believed to pose risks to the environment and human body. Sony is [therefore] working to eliminate PVC from its products wherever a technologically and economically viable alternative is available."

Eco-Flexx™ billboards – an environmentally sound choice for print production:

The carbon footprint of an Eco-Flexx billboard is 60% less than a standard PVC flex billboard.¹

Eco-Flexx is a Totally Chlorine Free (TCF) product. There is no chlorine in Eco-Flexx and no chlorine is used in making Eco-Flexx. In contrast, the production of PVC is the largest single use of chlorine, and PVC is almost 57% chlorine (by weight).

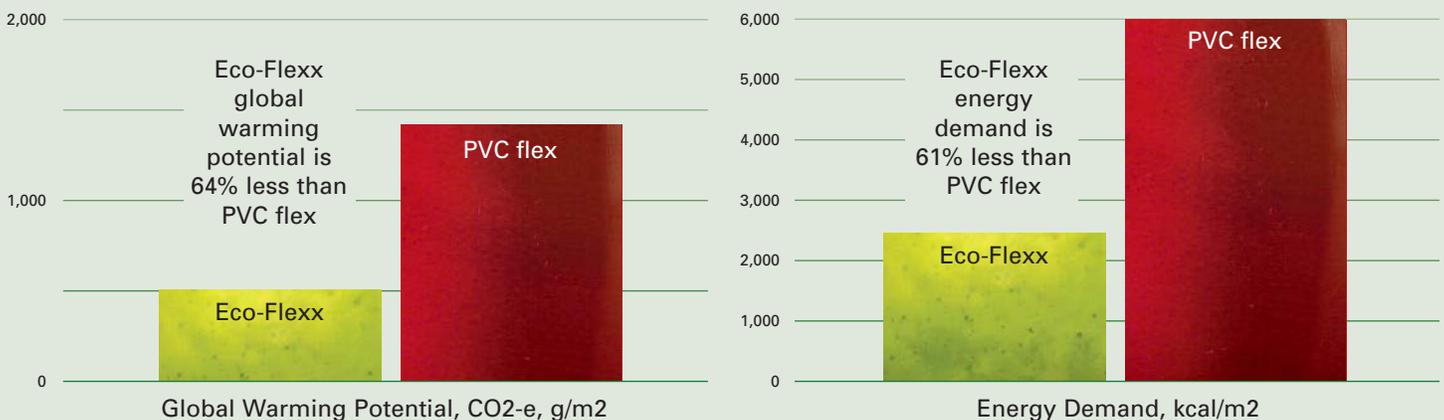
Eco-Flexx is made from 100% recyclable polyethylene (PE) plastic and is easily recycled. PVC flex, more often than not, ends up in landfills.²

Many environmental organizations recommend PE plastic as an excellent alternative to PVC.

Eco-Flexx is extremely strong but very light. A typical Eco-Flexx billboard weighs 20-pounds compared to 75-pounds for a typical PVC-flex billboard.³

Eco-Flexx billboards look spectacular and are produced with a seamless print surface up to 15-feet wide. Eco-Flexx billboards are available at the same cost as PVC flex billboards so there is no cost of change.

Eco-Flexx™ is endorsed by and being used significantly by the leading outdoor advertising companies and many leading national advertisers and agencies.



1 - Because of the weight difference and the specific materials used in each product, the energy consumed in producing one square foot of Eco-Flexx is less than half that required to produce a comparable amount of PVC flex. Likewise, the global warming potential (the CO2 released during production) of Eco-Flexx is less than half that of PVC flex. A detailed explanation of the derivation of the global warming potentials and energy demands of Eco-Flexx and PVC-flex can be viewed and downloaded at www.EcoFlexx.com (Reference tab at top).

2 - An explanation of the difficulties of PVC recycling can be found at www.EcoFlexx.com

3 - 14 x 48 size and 12.5 ounce/square yard PVC flex

What is Polyethylene?



Polyethylene is the most commonly used plastic in the world. It is non-toxic, commonly recycled and used in everyday items such as grocery bags, soda/water/milk bottles, squeeze bottles for condiments, food wraps, and even as a base component in chewing gum.

Eco-Flexx™ billboards – an environmentally sound choice for print production



Please visit www.EcoFlexx.com to learn more and request additional information.

Eco  **Flexx**™
(Patent Pending)

by  **CIRCLEGRAPHICS**