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# Technology & Efficiency

Technology is the key to achieving our sustainability objectives: reducing waste, improving efficiency in processes, shortening delivery times and developing eco-friendly products. Our top priorities are providing a safe working environment for our employees and offering our customers the best balance of price and performance while also prioritizing reduction of our impact on the environment.



# More planet Less waste.

**Re-Use:**

Designing versatile and easily adaptable displays with longer life and use with any future products.

**Re-Duce:**

By always investing in cutting edge technology, we significantly reduce scrap and improve efficiency.

**Re-Cycle:**

Engineering displays that can be easily disassembled and recycled. Always ensuring to use sustainable materials.

**Re-Peat:**

Plant new trees and create eco projects for our community and give back to the environment.



# Materials Efficiency Example

We are committed to **reducing our carbon footprint**. Our aim is to source materials that have **minimal impact** on the environment, such as those made from recycled materials or that can be easily **recycled** after use. By incorporating sustainable materials into our products, we are taking an important step towards reducing waste and being more **environmentally responsible**.



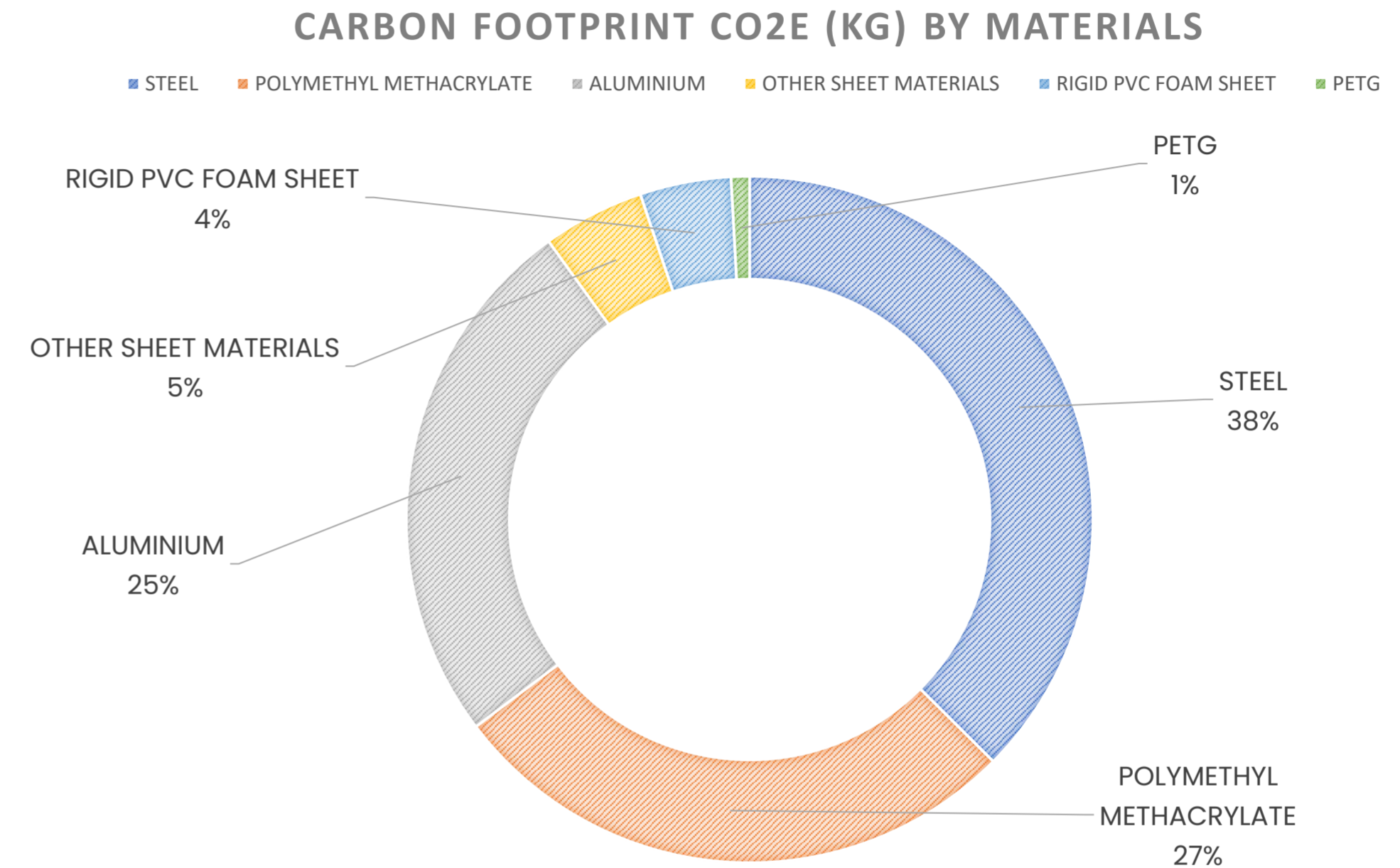
Metal is a **durable** and strong material that offers up to 10 times more longevity than other materials. It has improved **strength** and is easily **recyclable**, making it a **sustainable** choice for various applications.



Wood is a **renewable**, natural and **recyclable** material that is both environmentally friendly and aesthetically pleasing. Its production requires low energy, and FSC certification ensures that it is sourced from responsibly managed forests. With the option of **zero added formaldehyde**, wood provides a sustainable solution for various applications.

# Materials Efficiency Example – BAT

Project “CLOONEY”



1. By selecting optimal materials and making ‘ecology re-engineering’ during the early stage of this project, we managed to achieve 12% decrease in CO2 emission. Main substitutes were made in transferring acrylic components with metal ones where possible, without impacting the visual or structural requirements.
2. Through partnering with suppliers that are fully certified and compliant with eco-standards, we are managing to decrease CO2 emission by 9% as an average of all materials. This has been ratified through ISO 20400 standard that BG Reklam obtained during 2020, which proofs our selection of suppliers and their material sourcing.

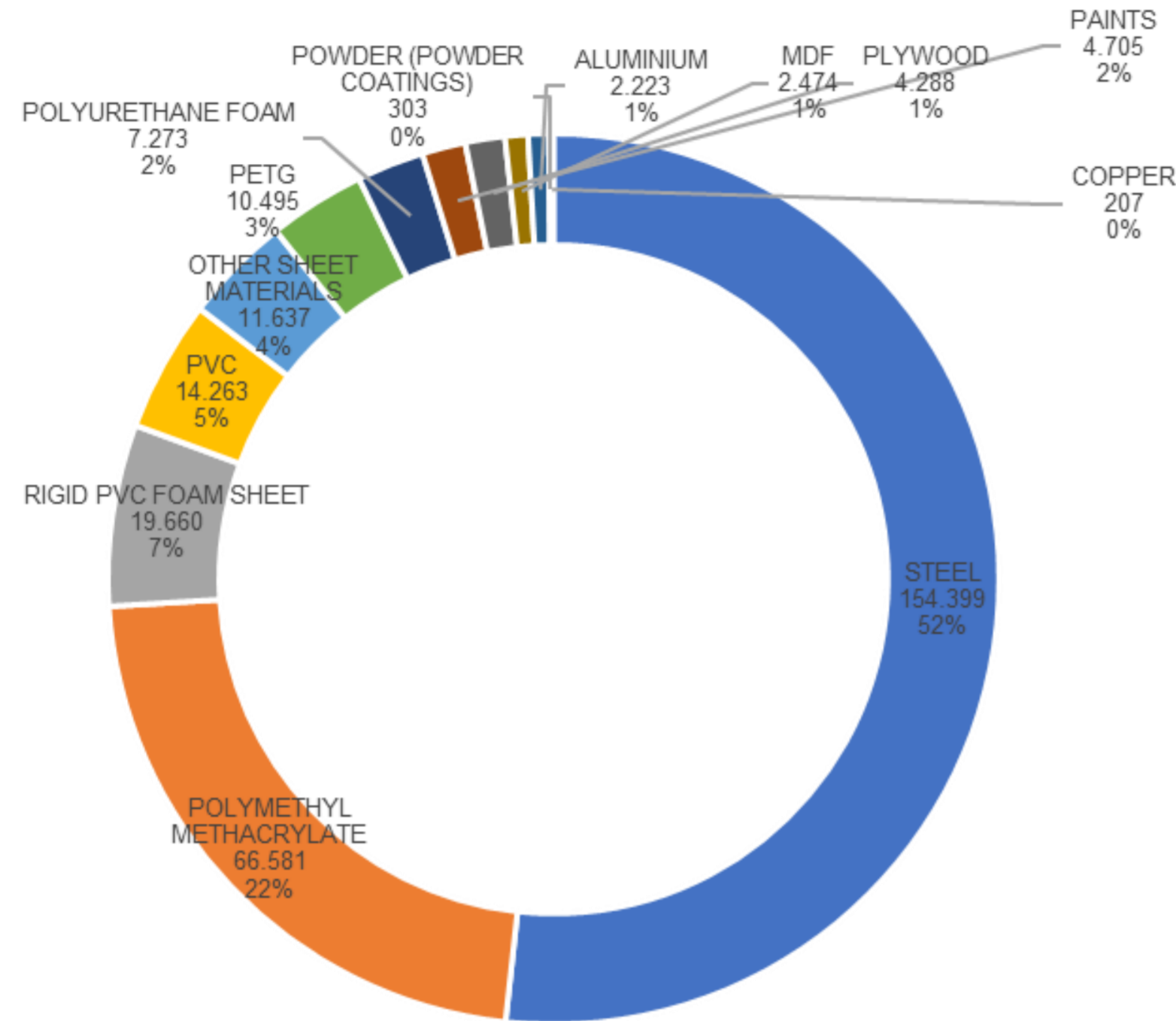
In total, we have managed to achieve 21% of CO2 savings or total of 32 tones CO2!

# Example on BAT Project



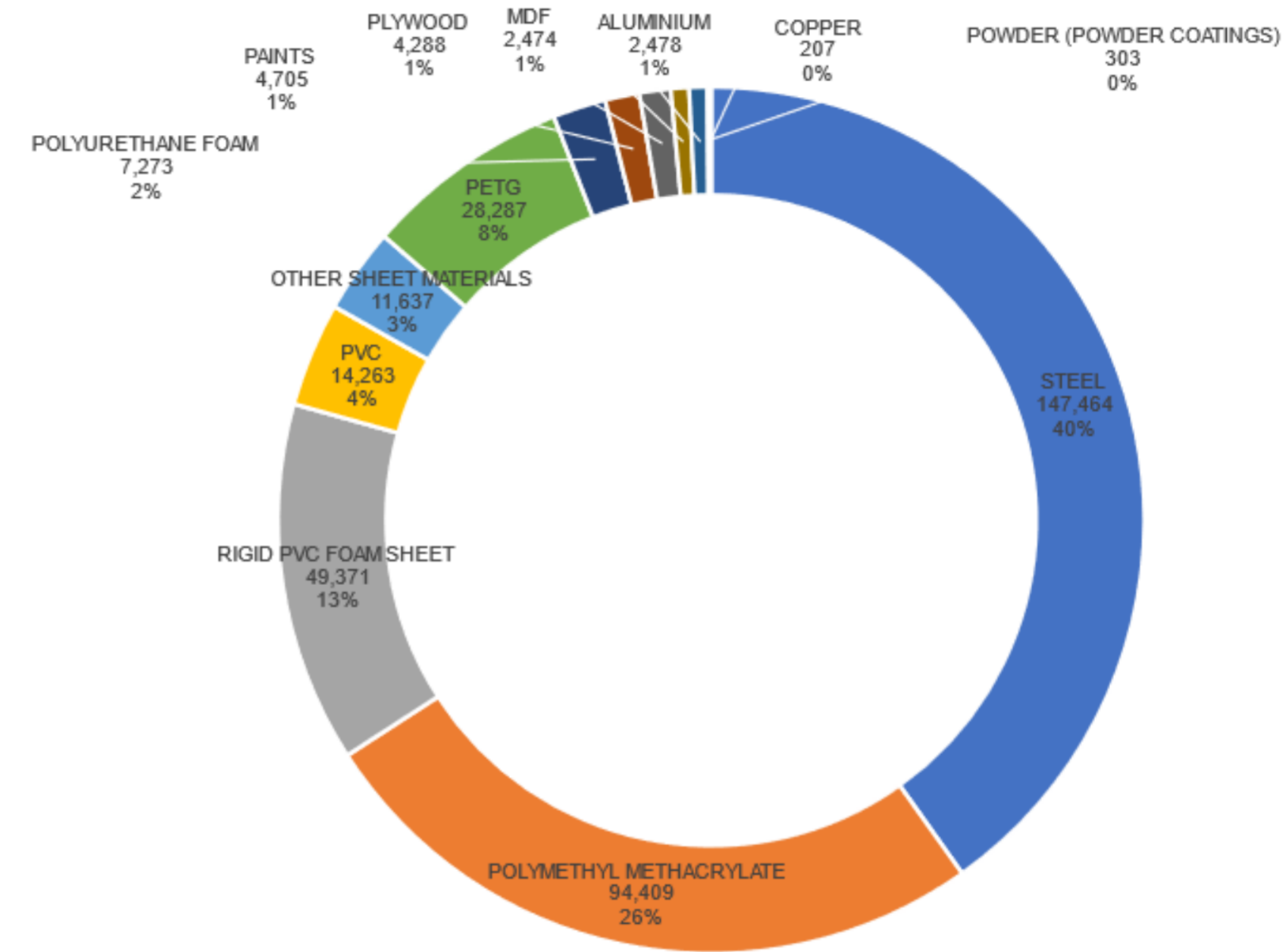
Unit Part	Weight (kg)	Material	Does the material include recycled content %	Weight of recycled content (kg)	Is the unit able to be recycled at end of life?	Weight able to be recycled (kg)
Carcass	45.72	Steel (100%)	20%	9.14	98%	44.8
Shelves	11.28	Steel (100%)	20%	2.26	100%	11.28
Door	3.656	Glass	100%	3.656	Yes 100%	3.656
Topper lid	4.6	Glass	100%	4.6	Yes 100%	4.6
Electric components	2.136	Steel, Aluminium, other	20%	0.43	90%	1.92
Packaging	2.37	Cardboard	90%	2.133	Yes 100%	2.37

# CO2e BY MATERIAL – BAT OVERALL H1 2022



Carbon footprint CO2e (kg)

TOTAL CARBON FOOTPRINT EXPRESSED IN TERMS OF CO2E IS 298,51 METRIC TONS



TOTAL CARBON FOOTPRINT (EXPRESSED IN TERMS OF CO2E) WOULD BE 367.16 METRIC TONS IF WE HADN'T USED RECYCLABLE MATERIALS AND/OR ALTERNATIVES TO ACRYLIC, PVC AND PETG

68.65 METRIC TONS OF CO2E SAVED;  
19% SAVING – ON TRACK WITH OUR 5 YEAR PLAN!

# Certifications

ISO the International Organization for Standardization.

**ISO 9001** Sets out the criteria for a quality management system

**ISO 14001** Sets out the criteria for an environmental management system

**ISO 45001:2018** Occupational health and safety (OH&S) management system

**ISO 20400** Integrating sustainability within procurement.

**ISO 26000** Organization's commitment to sustainability and its overall performance.





# Thank You.

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