



HVG recognises its responsibility for the environment in this and future generations.



HVG are able to offer an increasing range of products including pressure sensitive films, printing media, substrates, fabrics and label films that are endeavouring to meet ecological values.

HVG are increasingly using suppliers who are adhering to waste management and recycling standards. HVG uses suppliers who are making an extensive commitment to ecologically sustainable work practices. This enables HVG to integrate environmental better practice into its core business plans and management processes. Minimising negative impacts on the environment by seeking recyclable products comprising environmentally preferable procedures.

Eco-friendly, green films and substrates are made by a number of our suppliers including Flexcon, Ritrama, Kodak, 3M and Drytac. These products are polypropylene, polyethylene based films, polyester based films, fabrics and substrates, honeycomb cardboard sheet which in addition to their innate functional benefits do not contain PVC's (poly vinyl chlorides). Some of these films are coated with aqueous based acrylic adhesives, which utilises H2O (water) rather than a solvent to disperse the acrylic adhesives. These films have either a polyester (PET) release liner, which can be recycled and used as re-grind in other polyester based products or a paper based release liner which can be recycled or be decomposed. Some of the films are unsupported, i.e without adhesive and without release liner and can be recycled.

HVG wants to support suppliers who adhere to:*

- the reduction of discharges of certain toxic or otherwise polluting substances into water
- the reduction of environmental damage or risks related to the use of energy by reducing energy consumption and related emissions to air
- the reduction of environmental damage or risks related to the use of hazardous chemicals
- the application of sustainable management principles in order to safeguard forests

HVG will continue to source and support suppliers that are working toward improvements in line with these environmental goals.

HVG recognise the value of materials that can be less harmful to the environment but at the same time featuring similar characteristics to the many products used by HVG current customers, including quality, consistency, print performance and value for money. HVG is constantly seeking to add and improve its range of media products for visual communication, and in this regard HVG are also endeavouring to source materials for the future which adhere to environmental standards. HVG encourage the use of recycled board (minimum 40%) for packaged goods, when importing and distributing goods. HVG supports the ISO 14001, which is part of a series of international standards developed by the International Organisation for Standardisation. These standards incorporate a number of topics including environmental management, environmental auditing, life cycle assessment, environmental labelling of products and environmental performance.

green HVG Products 2009

Print Films, Screen, Offset, Label
ViewVisi synthetic "paper" polypropylene film
LT175 100% coated PET film
3M 3545 Polyolefin film
THERMLfilm® 100% coated PET with aqueous acrylic adhesives
HVGGCPO and GWPO New polyolefin screenprint films
Digital Solvent & UV
ViewFlag 100 PET fabric
ViewFab150 100% PET fabric
ViewLatex 100% latex impregnated paper
ViewCanvas® range of natural cotton & cotton/PET mixed fabrics
ViewBacklit® 100% PET film
Kodak backlit films 100% PET films
seemee®Tex textile range
seemee®Tex Venture 2 in 1, German ECO-TEX 100 certification
Digital Waterbased
HVGWPPM matt white polypropylene synthetic film
Kodak Poly Poster 8
Overlaminates & Adhesives
Interlam Eco-Gloss™, EcoLustre™, EcoTex™
Mediatac™ mounting film (PET) adhesive (aqueous acrylic) & moisture stable paper release liner
Roll Label
optiFLEX® clear-on-clear polypropylene film
Rigid Substrates
Imageboard® polypropylene flute board
FOREX®smart foam board
ViewBoard honeycomb cardboard sheet
ViewSound polyester acoustic sheet

* This list is adapted from The Australian EcoLabel Program – Voluntary Standard

