



HOLLYWOOD MONSTER

DESIGN • CREATE • DELIVER

EVENTS & EXHIBITIONS





WHO ARE WE

Hollywood Monster was established over 30 years ago, and we have supported the Events and Exhibition industry for over 20 years.

Well-known within the industry, we understand the struggles and time constraints our customers are all too familiar with. This has helped us to support our customers, overcome these challenges and ensure that by working with us gives organisers one less thing to worry about in the lead up to the big day.

We have built strong, long-lasting relationships with two of the largest Exhibition and Event locations in the UK, the NEC Birmingham and ExCel London. Combined, they have trusted us for over 30 years, so why wouldn't you?

WHY CHOOSE US?



**Sustainable
Signage Solutions**



**Available
24/7**



**Industry Leading
Technology**



**Fast Turnaround
Times**



**Approved
Bematrix Supplier**



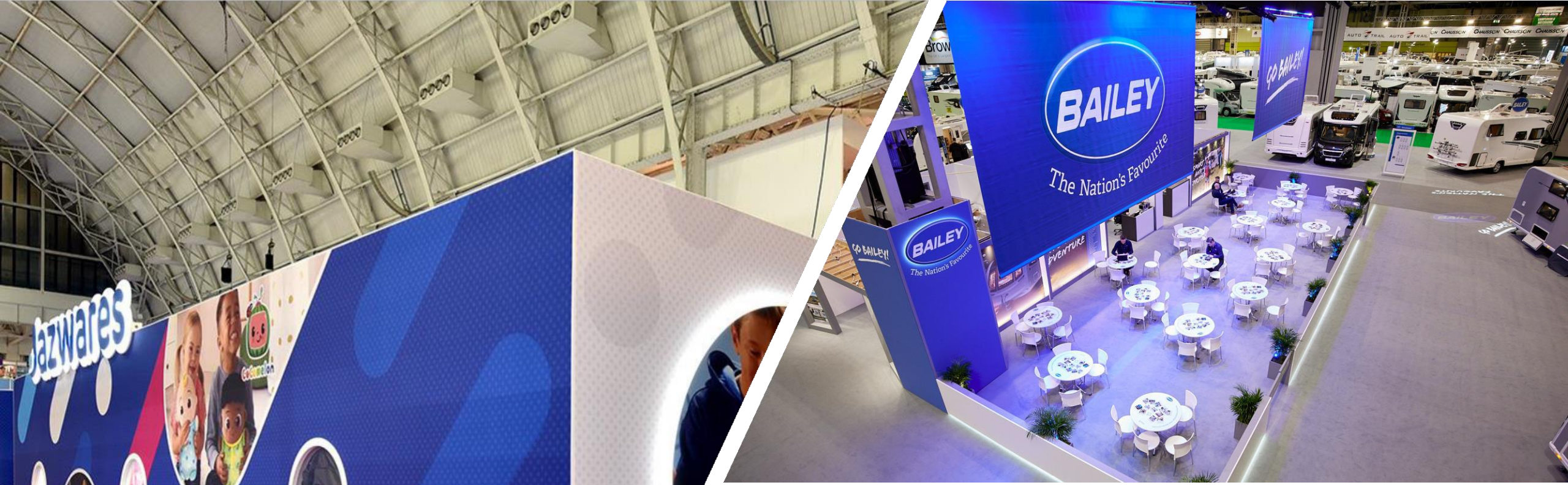
**In-house
Design Team**



**Dedicated Project
Manager**



**15,000 sqm Daily
Print Capacity**



PLASTIC WASTE IN EVENTS & EXHIBITIONS

Awareness around the impact of plastic waste within the Events and Exhibitions industry, has seen significant growth, with the demand for environmentally-friendly options increasing, our customers are taking steps to reduce their carbon footprint through their signage and graphics.

According to a report in 2018 by Powerful Thinking, an organisations focussed on sustainable event management, reported the UK festival industry alone produces 23,500 tonnes of waste a year with only 32% being recycled, the rest ending up in landfill or being incinerated – there's still so much more to do but together we can make a difference and take steps in the right direction.

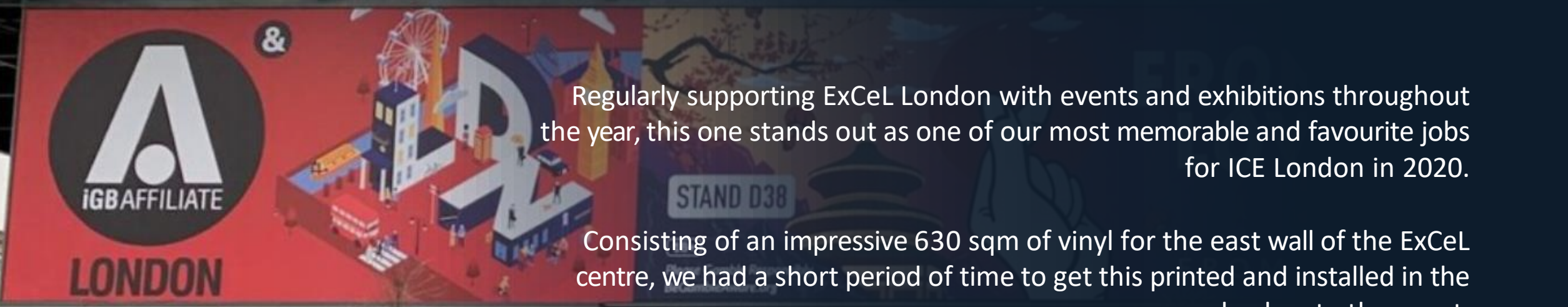




Unwind
in
elegance



CASE STUDY: EXCEL LONDON EXHIBITIONS



Regularly supporting ExCeL London with events and exhibitions throughout the year, this one stands out as one of our most memorable and favourite jobs for ICE London in 2020.

Consisting of an impressive 630 sqm of vinyl for the east wall of the ExCeL centre, we had a short period of time to get this printed and installed in the lead up to the event.

What's more, with a storm on the way, we had to work quickly. Printed on our EFI HS125 and installed by our expert installation team, we completed this project in just six days. All completed before Storm Ciara hit!

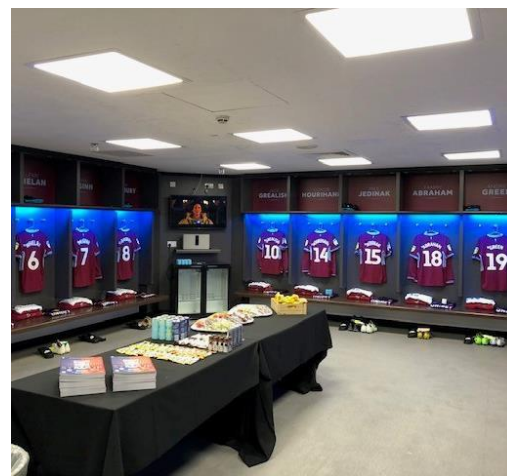


EXCE

STAND D38

FROM
LOVE TO
POWER
FROM EAST TO WEST

VBET



WE'VE WORKED WITH..





SUSTAINABILITY FIRST

80% sustainable PVC free alternatives.

500,000 sqm diverted from landfill since 2021.

Our printers use 70% less electricity vs standard UV printers.



FESPA approved
recycling scheme



Environmental
management accredited



Licensed Clean Air
applicator

In 2021, we turned our back on materials containing PVC, becoming the first printing company in the world to do so.

We searched long and hard to find an alternative to PVC, providing the same strength and quality our customers are used to. We wanted to make environmentally-friendly options easily available, that weren't going to break the bank. In fact, we absorb some of the price difference between these solutions and PVC, making the decision to switch, even easier.

Leading the way in sustainable solutions, our commitment to changing the future of signage, has led to us being recognised as an environmentally-responsible brand in the print industry.

Find out more about PVC-free [Kavalan](#) and [UFabrik](#) solutions.





The importance of sustainable signage...

Each week we handle thousands of metres of material. Amid a climate crisis, this reduction in PVC going to landfill is a huge step forward and is now more important than ever.

We are all on a journey to reach net carbon zero and your signage choices can play a huge part.

We are doing all we can to create a brighter future, with greener machines, recycling schemes as well as partnering with Clean Air by Resysten to remove dangerous pollutants in the air. We're always looking for ways to further improve.

Quite simply, our aim is to be fully sustainable by 2025.



Case Study: McDonalds Coffee Bean Signage

McDonalds had a vision to use their coffee bean waste to create internal signage in their restaurants. After a 20-yearlong partnership with them, they knew we pushed boundaries, especially when it came to sustainability, and trusted us to take on this complex project.

And that's exactly what we did. Containing 20% recycled coffee bean grinds, the wayfinding signage, now in flagship stores, are dark brown in colour with a slight coffee aroma.

Now that's what you call environmentally-friendly signage.



CLEAN AIR BY RESYSTEN

Clean Air by Resysten is a clear spray-on coating that bonds to hard surfaces and actively breaks down pollutants in the atmosphere, primarily targeting NOx, when exposed to light. Clean Air is proven to remove dangerous substances which are significantly more harmful to health than CO₂ emissions.

It's time to take your sustainability journey to the next level.



99%

of the global population breathes air that exceeds WHO air quality limits.

1 sqm

of coverage impacts **200 cubic metres** of air per day.

9 sqm

of coverage gives a net reduction of NOx equivalent to emissions produced by an average vehicle over **24-hours**.

1 pound

of NOx warms the atmosphere **300 times** more than **1 pound** of CO₂ over **100-years**.

#THEAIRWESHARE

Clean Air





London Offices



There's
nothing e
quite like

Dee

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