



HOLLYWOOD MONSTER

YOUR SUSTAINABLE PRINT PARTNER

WHERE EAST MEETS WESTFIELD

WHERE EAST MEETS WESTFIELD

WHERE EAST MEETS WESTFIELD



HOLLYWOOD MONSTER



ZERO PVC CONTENT





A SUSTAINABLE FUTURE

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

We handle thousands of metres of materials each week and have worked tirelessly to replace these with sustainable alternatives.

Currently, 80% of products have been swapped to green substitutions. There's still a way to go but it's a good start.

Our commitment to changing the future of the signage industry to an environmentally-friendly one, can be defined through the hours of research, sourcing, and testing we have invested, alongside building partnerships with new, innovative suppliers.

This ensures our sustainability range provides the quality and durability we usually provide.

It's time to make the switch!



WHY CHOOSE US?



**PVC-free
Materials**



**70% sustainable
alternative materials**



**Recycling
Scheme**



**Approved
beMatrix Supplier**



**Printers use 80%
less electricity***



**Clean Air Licensed
Applicator**

SAYING NO TO PVC



Climate Crisis:

Climate change awareness has escalated in recent years, becoming a critical concern dominating the mainstream.



Carbon Footprint:

We've decreased our own carbon footprint, and those of our customers too, reducing waste in the supply chain.



Best Practise:

We encourage our clients to make better decisions, taking a step closer to their net zero carbon targets.



Responsibility:

Our reputation as an eco-responsible wide format print and signage company is something we are proud of.



RECYCLING SCHEME

Launched in early 2023, our recycling scheme with FESPA accredited provider, Reconomy, supports our target of becoming fully sustainable by 2025, reducing our landfill contribution by a whopping 80%.

Our yard is home to two new bailers, which compact all our materials, ready to be collected, taken away and sorted. Once this process is completed, it's then sent off to be recycled into other products, giving it a new lease of life.





CASE STUDY

Client: Westfield

Project: Bridge Crossing

Brief: To supply a sustainable hoarding covering the width and height of the bridge.

Following successful trials, we found the ideal environmentally-friendly alternative that ticked all the boxes for this project. Our production and install teams working around the clock to complete this impressive hoarding, measuring 240m wide x 4.5m high and was all produced on fully sustainable materials, with water-based coatings and no PVC in sight.





SUSTAINABILITY FIRST

80% sustainable PVC free alternative materials.

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.







A PVC-free, clean option with the same look, feel and quality of PVC which can also be welded. Incinerating a 3.2m roll generates enough energy to power an iPhone for 5 years.

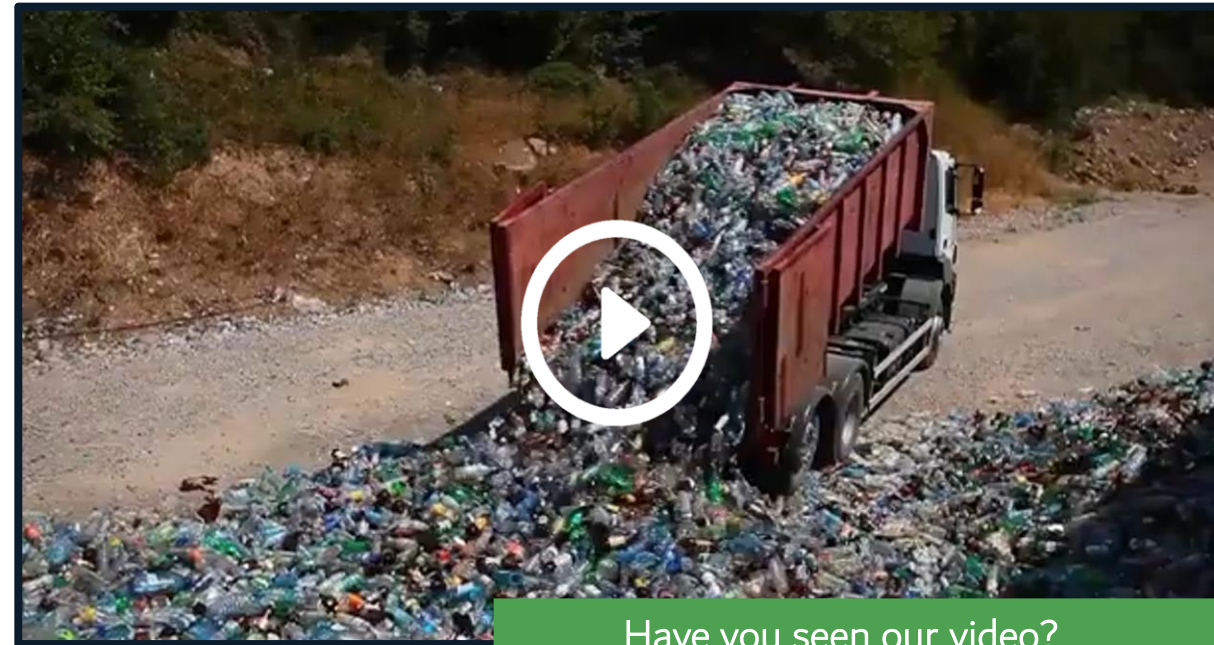
Weighing 50% less also significantly reducing the carbon emissions during transport.

Replacing **1000 sqm** of mesh PVC, could save the lives of **4000** medium freshwater fish.

Replacing **1000 sqm** of lit PVC, saves greenhouse gas emissions to the equivalent of **one London to NYC** seat.

Replacing the sales of blackout PVC across **Europe** in **2018**, could save enough fossil fuel for **75 Apollo** moon missions.

KAVALAN RANGE



Have you seen our video?
Check it out [here](#).

UFABRIK

An industry game changer, UFabrik is manufactured from plastic bottles going through a process of being cleaned, sorted, shredded into flakes and turned into pellets which are melted into extruded fibres to be spun into yarn. When woven, this forms the unique substrate of the UFabrik range.

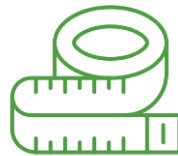
This range is ideal for one piece wall coverings, hanging banners, display frames, canvas prints and eco walls.



Fully sustainable



Reusable & recyclable



Available up to 3.1m wide

UFABRIK RANGE



Have you seen our video?
Check it out [here](#).



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



 International Organization for Standardization

THE ONPUT OF OUR MACHINES

EFI VUTEk FabriVU inline dye-sublimation digital printer features water-based inks, allowing us to print on uncoated materials.

EFI VUTEk 5r, a 5m LED roll-to-roll printer installed with the support of a grant, supporting us on our sustainability mission.

What makes our machines so environmentally-friendly:

Print directly on to uncoated surfaces, increasing biodegradability



Ability to use thinner material, reducing the amount of material used by over 30%



Carbon emissions are reduced by 80%, running at only 2kw/hr



LED curing uses 70% less electric compared to a standard UV printer.

A night-time photograph of Wembley Stadium, showing its iconic white arch and illuminated glass facade. The stadium is lit up, and the sky is dark blue. A green banner with white text is overlaid on the top right of the image.

DID YOU KNOW...

In 2018, Europe printed around 340 million sqm of PVC banner material – enough to wrap Wembley Stadium 4,200 times – in just one year!

HOLLYWOOD MONSTER

DESIGN • CREATE • DELIVER



Danger

The Studios, Redfern Park Way, Tyseley, Birmingham B11 2BF

T: 0121 764 3222

E: sales@hollywoodmonster.co.uk

W: hollywoodmonster.co.uk

