

environmental policy

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ENVIRONMENTAL & SUSTAINABILITY POLICY (Version 3)

Introduction

This policy statement aims to outline Imaginatortools environmental commitments and awareness of the social obligation it undertakes in its trading. Imaginatortools is committed to the promotion of environmentally sound practice, preserving natural resources and preventing environmental pollution.

Objective and Commitment

Imaginatortools aim to promote the concept of sustainable development in all its communications, ensuring current needs can be surpassed without compromising the ability of future generations to succeed. Thus the notions of social equity and justice, in addition to environmental protection are at the forefront of every transaction. Our commitment extends to all our activities, endeavouring to prevent environmental damage; minimising energy and resource usage and ensuring the principles of sustainable development are operated throughout all operations. We will therefore:

- Minimise and where reasonably practicable eliminate any adverse impact on the environment arising from the activities of business
- Minimise the use of energy, resources consumed and waste produced, whilst maintaining a professional and safe working environment.
- Support the reuse and recycling of materials, emphasised by the development of our recycled product options.
- Ensure the legal disposal of all wastes arising from the activities of our business.
- Comply with, and wherever possible exceed the environmental requirements of appropriate legislative bodies and our customers.
- Minimise the use of non-renewable resources, hazardous chemicals and other pollutants, in favour of using eco-friendly product and material alternatives.
- Ensure all staff are provided with appropriate and adequate information and training and are competent in all environmental matters
- Inform and train our staff to understand and fulfil their environmental responsibilities to our company.
- Establish and measure our environmental performance against objectives, which will identify significant environmental aspects and impacts from current and past activities. Ensuring mistakes are rectified and appropriate changes made.
- Continually improve our environmental performance.



Principles

Objectives for sustainable development, recognised by the UK Government include Environmental protection. It is, therefore, our legal and moral responsibility to ensure all our activities prevent damage to the environment. We seek to sustain and enhance the environment and encourage our customers, colleagues and suppliers to adopt a similar stance. The development and expansion of our latest range offers our customers the option to purchase their desired promotional merchandise from a recycled substance, further highlighting our goal to integrate these principles within society. An environmental management system has been developed to ensure the potential impact of all our activities are identified, assessed and satisfactorily mitigated.

Environmental Management System

Our Environmental Management System is a continual cycle of planning, implementing, reviewing and improving the processes and actions Imaginators undertakes in meeting its business and environmental goals. This is achieved by ensuring the environmental aspects and impacts of our activities are monitored from the highest level, minimising environmental damage.

Environmental Responsibility

- All staff members have clearly defined responsibilities and are adequately trained, motivated and confident within their roles.

Environmental Objective

- Initiatives to support sustainable development will be identified and implemented locally.

Environmental Promotion

- All staff will undertake environmental training
- Staff are at all times to be environmentally aware, reporting any unsatisfactory conditions or improvements to management to ensure continual changes can be made.
- How we undertake our business will be reviewed on a regular basis to consider alternative ways of working that may positively contribute to the sustainable development of the environment.
- We will endeavour to perform and promote Recycling of used resources
- Rethinking the way business is conducted
- Reusing resources wherever possible
- Reducing energy and resource use



Action Plan

- Minimise and where reasonably practicable eliminate any adverse impact on the environment arising from the activities of business.
- Purchase materials, subject to quality and price, which contains the highest proportion of recycled material.
- Where possible, avoid use of coated/glossy papers where alternatives exist as such materials require greater resource use and prove difficult to recycle.
- Refuse sacks should be made from 100% recycled plastics.
- Office waste bins and liners made from 100% recycled plastics.
- Avoid the purchase of plastic products where a more environmentally friendly option is available.
- Disposable plastic products should not be purchased, where longer lasting and reusable alternatives are available.
- Energy should be saved at every possible opportunity; lights should be switched off when feasible in addition to closing windows and doors to reduce expenditure on heating and air conditioning.
- Modify the marketing and use of products or services or the conduct of activities, consistent with current scientific and technical understanding, to prevent serious or irreversible environmental degradation.
- Purchase remanufactured or refilled toner and ink-jet cartridges for desktop ink-jet printers and fax machines, reusing and recycling them.
- To advise, and where relevant educate, our customers in the safe use and disposal of products, achieved via the promotion of recycled products in addition to ideas and information presented in newsletter and website format.
- Minimise the use of energy, resources consumed and waste produced, whilst maintaining a professional and safe working environment
- Replace disposables with reusable or recyclables where applicable. Ozone depleting substances should be avoided at all costs.
- The generation of sources of noise pollution will be monitored and reduced.
- Conduct research on the environmental impacts of raw materials, products and processes associated with Imaginators production methods and on the means of minimising such adverse impacts.
- Ensure the legal disposal of all wastes arising from the activities of our business.
- All waste will be disposed of in accordance with the guidelines laid down by the Environment Agency.
- All waste is handled, recovered and disposed of responsibly.
- Waste will only be handled, recovered or disposed of by individuals or businesses that are authorised to do so
- Liquid waste will only be handled, recovered or disposed of by Imaginators approved supplier, Saxon Recycling.
- Solid waste will only be recovered or disposed of by Imaginators approved supplier, Veolia Commercial Waste.
- In accordance with The Environment Agency, Imaginators must publish its approved waste management code which as of 3 October 2007 is AHA100.
- Waste will be stored safely and securely in order to prevent pollution, contamination or harm to others.
- The collection, storage and removal of wastes from Imaginators will, as far as reasonably practical be undertaken in accordance with the Code of Practice for 'Duty of Care in Waste Management' outlined in the Special Waste Regulations 1996 and the Environmental Protection Act 1990. (BSI 178/ISO 14001)
- Comply with, and wherever possible exceed the environmental requirements of appropriate legislative bodies and our customers.
- To recognise environmental management as among the highest corporate priorities and as a key determinant of sustainable development to establish policies, programmes and practices for conducting operations in an environmentally sound manner
- Minimise the use of non-renewable resources, hazardous chemicals and other pollutants, in favour of using eco-friendly product and material alternatives.



- Store printing inks, solvents, cleaning solutions and all other liquids required for Imaginators production methods in accordance to guidelines published within the companies Health and Safety policy.
- Where possible source products which, during manufacture generate little or no Volatile Organic Compounds (VOCs) which may result in atmospheric pollution.
- Where possible source low volatile solvent printing inks to develop an environmentally friendly manufacturing process.
- Encourage clients where possible and practical to use more environmentally friendly print receptive products.
- Encourage clients where possible and practical to use more environmentally friendly protective lamination products.
- Encourage clients where possible and practical to recycle previous advertising campaigns.
- Where possible choose packaging methods which may have already been or can be recycled.
- Ensure records of materials, including specifications of manufacture are maintained and are available for inspection.
- Where possible and practical source third party delivery methods with a similar environmentally policy as our own.
- Where possible encourage multiple drop deliveries using our own fleet of vehicles.
- Where practical, develop and implement an integrated environment aware green transport policy encouraging the greater use of shared vehicles, public transport and approved contract delivery services.
- Develop and implement a closed loop policy on waste.

Legacy additives in recycled PVC

Legacy additives are substances that are no longer used in the production of new PVC products. Most of these additives have already been replaced by alternatives, or a transition is currently underway. PVC containing legacy additives can be recycled and safely used in many key applications.

VinylPlus offers guidance on how to recycle PVC with legacy additives to guarantee the highest level of environmental and human health protection. Legacy additives are embedded into the PVC matrix, ensuring that they remain safely within the new product.

VinylPlus ensures the certification and traceability of PVC recyclates so that the converters and end-users know in which applications recycled PVC can be used. It is essential to make sure that valuable materials such as PVC remain within the circular economy.

Recovinyl, our recycling programme

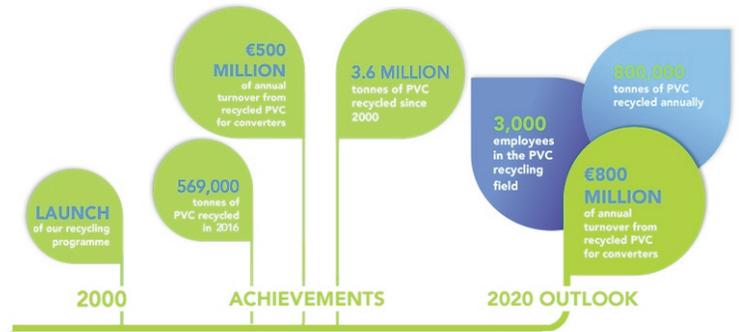
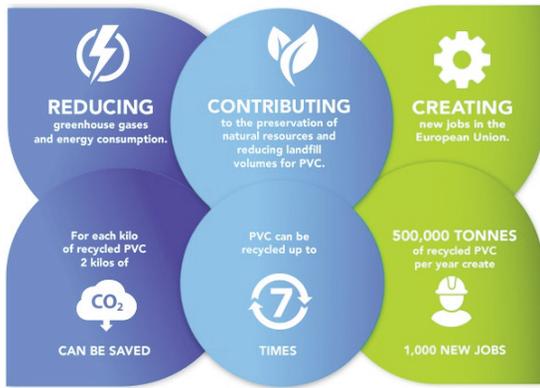
Recovinyl is a key part of the VinylPlus programme which illustrates the Circular Economy in action.

Recovinyl certifies companies that recycle PVC waste as well as accredited converting companies that purchase recycled PVC to manufacture new PVC products.

By certifying the quality and quantity of the recycled PVC that is produced and purchased, Recovinyl is increasing the volumes of recycled PVC and the demand for recyclate.

The VinylPlus programme works together with all actors throughout the PVC value chain, as well as with European, national and local decision makers.

EVERY KILO OF RECYCLED PVC REPLACES THE EQUIVALENT AMOUNT OF NEW PVC ON THE MARKET



Partnerships

EpCoat

The EpCoat Recycling System has been successful in processing increasing volumes of PVC each year. The system’s infrastructure has been set up and subsidised for the first 10 years by the EU.

In the EpCoat System the fabricator/print company sends the collected PES/PVC material to the recycling partner which allows customers to perform an ecological friendly way to recycle instead of using waste disposal sites or simple incineration plants.

The European PVC industry has a duty to meet the targets set out in the VinylPlus® Voluntary Commitment. VinylPlus®, the continuation of Vinyl 2010, has been set up to address the whole lifecycle of PVC, so logically the entire value chain has an obligation to financially support this initiative. Raw material producers contribute through their membership in ECVI, ESPA and ECPI. Some funding has been provided by the PVC converting industry to date, but this has been aimed to support application specific recycling schemes. The Vinyl Foundation has been set up to meet the growing need to support mixed PVC waste streams, where there is a shared responsibility; and to spread these costs more equitably across the whole PVC value chain.

VinylPlus® is the new ten-year Voluntary Commitment of the European PVC industry which builds upon the achievements of the Vinyl 2010 programme, taking the next important steps in tackling the sustainability challenges for PVC and also in establishing a long-term framework for the on-going sustainable development of the PVC value chain. The regional scope of the programme is the EU-28 plus Norway and Switzerland.

The VinylPlus® programme has been developed bottom up in industry workshops and with an open process of stakeholder dialogue, including the industry, NGOs, regulators, public representatives and users of PVC. Five key sustainable development challenges have been identified for PVC together with a set of working principles. The first four challenges are technical in nature whilst the fifth challenge addresses raising awareness and understanding of the importance of sustainable development. Each of the challenges is based on The Natural Step System Conditions for a Sustainable Society.

Partnerships

Imaginators have partnered with EcoPlas - the main focus of which is to recycle waste PVC-u converting it into granules, powder or pellets and reintroduced into the extrusion process with the intention of returning recycled material back to the original producer.

Imaginators also endorse VinylPlus® - the voluntary sustainable development programme of the European PVC industry. It aims at creating a long-term sustainability framework for the entire PVC value chain.

Imaginators have also partnered with the Charitable Environmental Recycling organisation - Work and Play Scrapstore - A registered charity since 1987, to re-use for environmental, community and artistic benefit.

We work within the guidelines of the British Printing Industries Federation and consult with TwoSides to the environmental ISO 14001 British Standard.

Resources

www.ecoplas.co.uk
www.vinylplus.eu
www.vinylfoundation.org
www.workandplayscrapstore.org.uk
www.twosides.info
www.environment-agency.gov.uk
www.defra.gov.uk
www.energysavingtrust.org.uk
www.essexcc.gov.uk
www.wrap.org.uk
www.londonwasteaction.org
www.ecostrust.org.uk
www.eastex.org.uk/essex

Should you have any questions relating to this document, please contact customer services on +44(0)1992 890800.

