



GZ **ECO**

PRINT & PACKAGING

INTRODUCTION

The purpose of this guide is to demonstrate how we at GZ Media have worked to minimize our ecological footprint, and how you as a customer can contribute to these efforts.

We hope this serves as a source of inspiration, and as a resource to help you choose the most sustainable products.

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ORDER LIFECYCLE



Making products 'green' is not only about the manufacturing process. Every single step of order fulfilment has an impact on our planet. Eco-friendly decisions can be made at all stages, from the materials used to create the product itself, all the way to the method of final transportation.



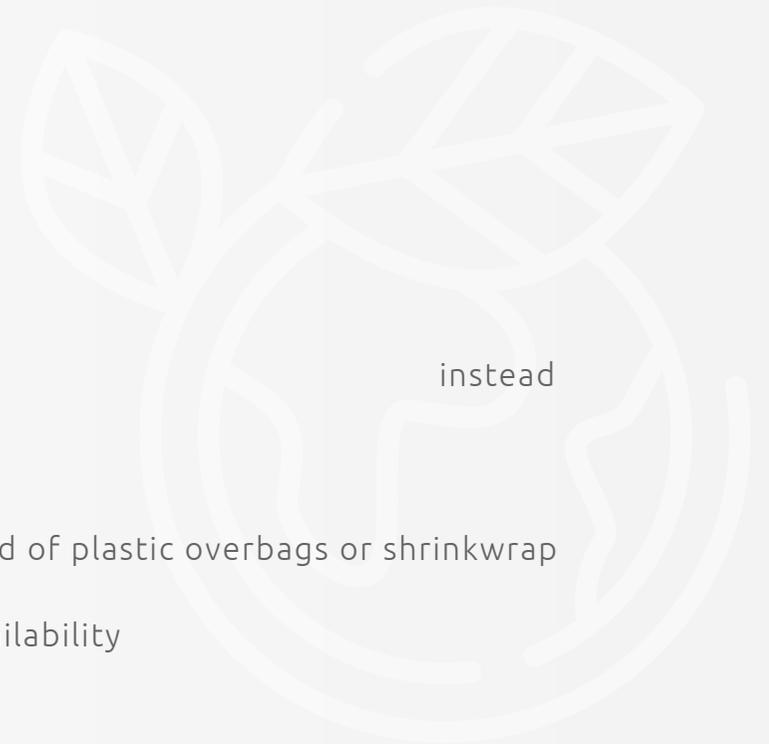
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PRODUCT SPECIFICATION



The decisions you make as a customer have a significant impact. We've prepared a list of recommendations to help you minimize the ecological footprint of your product. Click the hyperlinks to learn more.

- Order [here](#)
- Avoid ordering even partially plastic products
- Restrain from using virgin plastic trays and fitments and opt for their [alternatives](#)
- Let GZ Media construction-designers develop your product in [3D](#)
- Avoid extra surface finishing such as hot foil or lamination or use [eco-friendly alternatives](#) instead
- Ask for [eco-friendly alternatives](#)
- Order paper [overbags](#) or biodegradable plant-based overbags instead of plastic overbags or shrinkwrap
- Ask your account manager to check on [eco-friendly alternatives](#) availability



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RAW MATERIAL



Components made of mixed materials such as papers containing lamination or hot foil are difficult to recycle.



FSC certified materials come from recycled sources and/or well-managed forests registered and audited by Forest Stewardship Council (FSC), an international non-profit organization. Most printed materials you can order at GZ are available with FSC certificates and provide the best ratio of eco-responsibility and quality.

When possible, GZ Media uses custom-sized paper, cardboard, and board sheets to eliminate production waste as much as possible and makes all effort to recycle the inevitable waste.

WRAP PAPERS AND CARDBOARDS

Consider using recycled or other sustainably produced wrap papers and cardboards from GZ Media's material portfolio.

RIGID BOARD

GZ Media uses recycled FSC boards as standard.

CLOSING MECHANISM

Avoid using magnets, cords and elastic bands which obstruct the product to be 100% paper.

TRAYS AND FITMENTS

Let GZ Media develop custom-made trays and fitments from cardboard / rigid board for you. When moulded trays are required, use one of the following sustainable solutions to replace standard plastic and foams:

- Moulded paper-pulp tray, ideally with FSC certification
- Partly or fully recycled plastic tray
- Partly recycled or sugarcane foam tray



Carboard flap closing can be suitable ecological closing alternative to standard magnetic box closure.

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PRINTING, SURFACE FINISHING & PACKAGING



PRINTING AND VARNISHING

Plant-based inks and water-based dispersion varnishes are GZ standard. Plant-based inks do NOT contain any cobalt and mineral oils. Combining these substances will minimize negative footprint of your product.



Avoid UV inks and UV varnishes where possible, but keep in mind that ecologically friendly inks may not be applicable for UV printed materials such as offset papers or other uncoated materials.

OTHER SURFACE FINISHING

Lamination of surface of your product means plastic film is used. Avoid using lamination where possible and use varnish as surface protection. Biodegradable lamination is also an excellent alternative to traditional petroleum-based plastic films.



Hot foiling produces considerable amount of hardly recyclable production waste and also makes the product difficult to recycle. Replace hot foil with print when possible.

PACKAGING

Conventional shrink-wrap is a disposable plastic component.



Consider removing shrink-wrap from your order to avoid redundant waste. Use paper overbags or biodegradable plant-based overbags to reduce the ecological footprint of your product.

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SHIPPING



TRANSPORT

We utilize carriers offering carbon (CO₂) neutral transportation. This is subject to availability based on destination and the details of your delivery.

Ask your account manager to check on service availability and cost, based on your order and shipping specifics.



Carriers providing CO₂ neutral solutions calculate their greenhouse gas emissions and invest equivalent resources in projects that aim to reduce emissions by the same amount.

SHIPPING BOXES



We ship your goods in up to 100% recycled shipping boxes.

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GZ COMMITMENTS & CONTRIBUTION



GZ's efforts are part of the long-term change that aims to increase protection of the environment and nature. This change can only make a real difference if it is a joint effort between us, as a manufacturer, and our customers, who define the product. There are many steps, already taken or in progress, that ensure GZ's commitment to sustainable manufacturing practices.

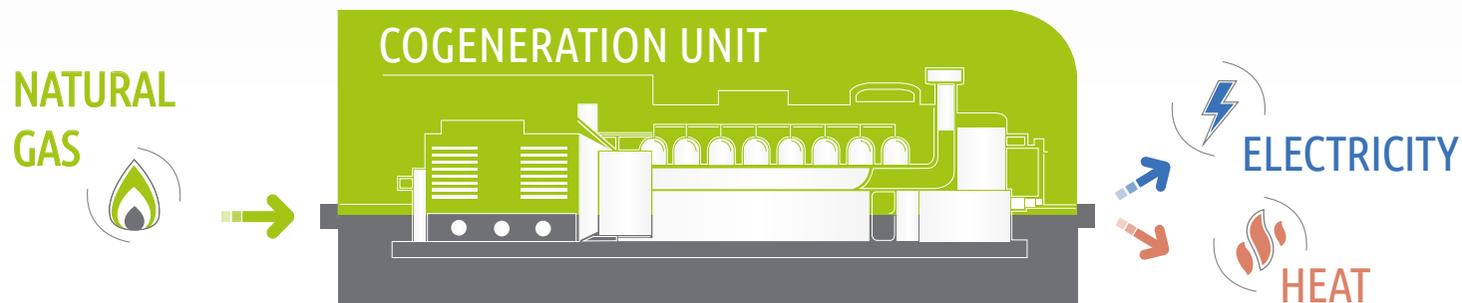
ENERGY EFFICIENCY

GZ installed a co-generation unit within the factory in March 2021.

The unit is powered by natural gas and efficiently manages its power redistribution in the following ways:



- *Cuts electricity transmission loss to a minimum (an in-house solution excludes the need for external power sources).*
- *Electricity production generates heat which is utilized to power the pressing plant and the factory's heating system.*



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GZ COMMITMENTS & CONTRIBUTION



LOCALIZED BUSINESS

GZ Media is primarily focused on the minimization of production transit of all kinds via our In-House/In-Country policy:

- We manufacture and pack most of our portfolio within two production plants nearby
- We cooperate with local suppliers and manufacturers

RESEARCH

We continuously research the market to find more progressive ecological alternatives to our current products.

CERTIFICATES

