



**COLEMAN**  
GROUP

# Sustainability Commitment

TEN PRACTICES TOWARDS A CIRCULAR ECONOMY



# Our Philosophy



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Over the 75 years Coleman Group has been established  
we have remained innovative and forward thinking.

As the industry has changed so have we.  
Now faced with an ever-changing world, we must ensure  
we change with it for the better. We now take steps  
managing today to prepare for tomorrow.

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# Our Industry

The Exhibition Industry is an extensive and ever-growing section of the Australian Economy.

In 2015, Ernst & Young released 'The Value of Business Events to Australia',

which stated that in the year 2013-14 there was:

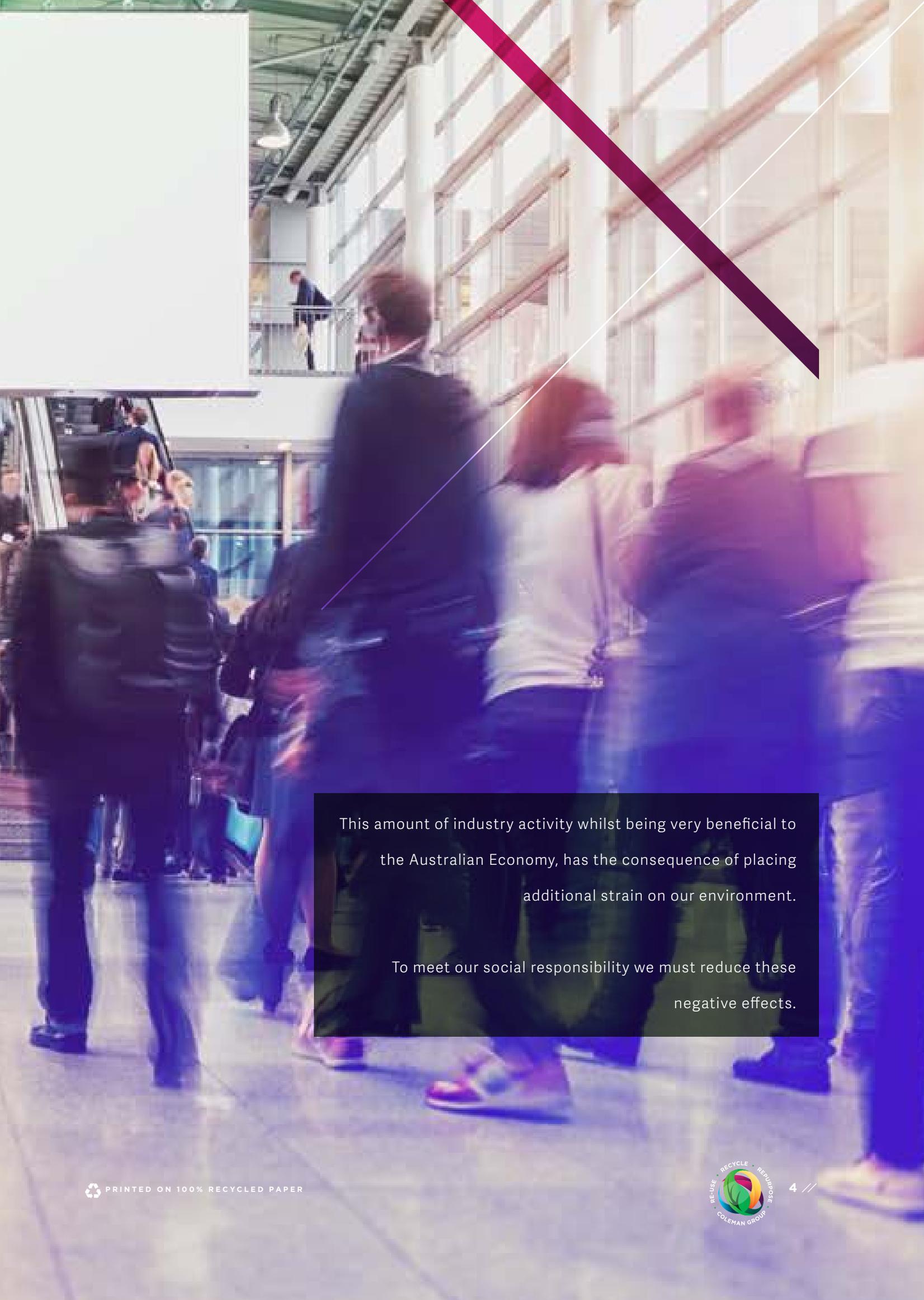
**2,157** Total Exhibitions

**65,000** Total Exhibitors

**OVER \$28 BILLION** Direct expenditure

**9.3 MILLION** Total Exhibitions

**\$23.1 BILLION** Economic Contribution



This amount of industry activity whilst being very beneficial to the Australian Economy, has the consequence of placing additional strain on our environment.

To meet our social responsibility we must reduce these negative effects.

# What is Sustainability?

Sustainability is aimed at avoiding the depletion of natural resources, with the goal of maintaining ecological balance. There are many methods for ensuring our future, mainly with a focus on:

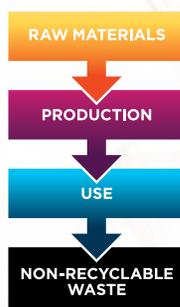
- 1. Reduce our Fossil Fuel usage*
- 2. Reduce our Synthetic Chemical usage*
- 3. Reduce our Environmental destruction*
- 4. Ensure we maintain our thriving industry*

## Goal

Reducing the first three core elements is achievable, but the true challenge lies in doing so without negatively impacting our industry. The development of this 'Sustainability Commitment' aims to achieve just that.

At Coleman Group we have devised the following **Ten Practices** to ultimately progress our business from that of a Linear Economy, into a sustainable Circular Economy.

### LINEAR ECONOMY



### CIRCULAR ECONOMY



# 1. Sustainability is About People

Sustainability starts and ends with people.

Through the combined effort of our management team and floor staff, Coleman Group upholds the highest values towards sustainability. This effort is supported by the constant promotion of sustainable values, continuous innovative thinking and a genuine drive to reduce our carbon footprint.

These values extend beyond our factory and are carried throughout our entire business model. From fabrication to disposal and back again, our goal is to operate a closed loop system that will ensure we maximise the recycling, reusing and repurposing of all our materials.



## Education

Recyclable products are of no use without the active participation of staff. Therefore it is essential that our employees remain educated on the importance of sustainability and are diligent in the tasks required to achieve it. At Coleman Group we have put in place training programs

that convey the importance of sustainable work habits and educate our employees on:

- What materials are recyclable
- The locations to recycle
- Minimum-effort tasks that maximise Sustainability

*This not only includes separating plastics from papers, putting cardboard in the correct bin, but also turning off lights and computer monitors can help.*

# 2. Solar Power

We at Coleman Group plan to upgrade our facility to house a Photovoltaic System (PV).

Projected to be complete and functional by the end of 2019, this cutting-edge 140kW system will enable us to utilise solar energy to minimise our carbon footprint in a step towards a greener future.

## The Advantages of *Solar Power*

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The overall environment benefits from the use of solar energy as it is pollution free and does not produce greenhouse emissions. Solar energy reduces respiratory and cardiovascular health issues. National Renewable Energy Laboratory (NREL) found that widespread solar adoption would significantly reduce nitrous oxides, sulphur dioxide and particulate matter emissions, all of which can cause health problems.

Solar energy produced naturally by the sun, has no extraction process and is free and readily abundant within the environment. This source of energy is as sustainable as it is abundant, having no impact on the environment once installed.

By installing the rooftop PV system at Coleman Group we will significantly reduce our dependence on fossil fuels with an estimated reduction of 30% of grid-power usage. This will be one of our proudest steps in the direction of creating a sustainable future.

# 3. Green Alternatives

At Coleman Group, we go beyond just keeping ourselves sustainable. When available, clients are provided with eco-friendly material alternatives and are given the ability to make a choice.

These materials are predominantly made of recycled resources and can be used in place of plastic-heavy stock. This choice aims to encourage our industry to work towards a sustainable future as a common goal, without restricting the function of our thriving industry.

Some examples include:

## STANDARD MATERIALS

• Bubble Wrap

• PVC Banner

• Compressed Foam Sheeting

• Polyurethane Foam board

## GREEN ALTERNATIVES

Recyclable Wrap

Recyclable Fabric

Recyclable Display Sheeting

Recyclable Display Board

# 4. Water Based Inks

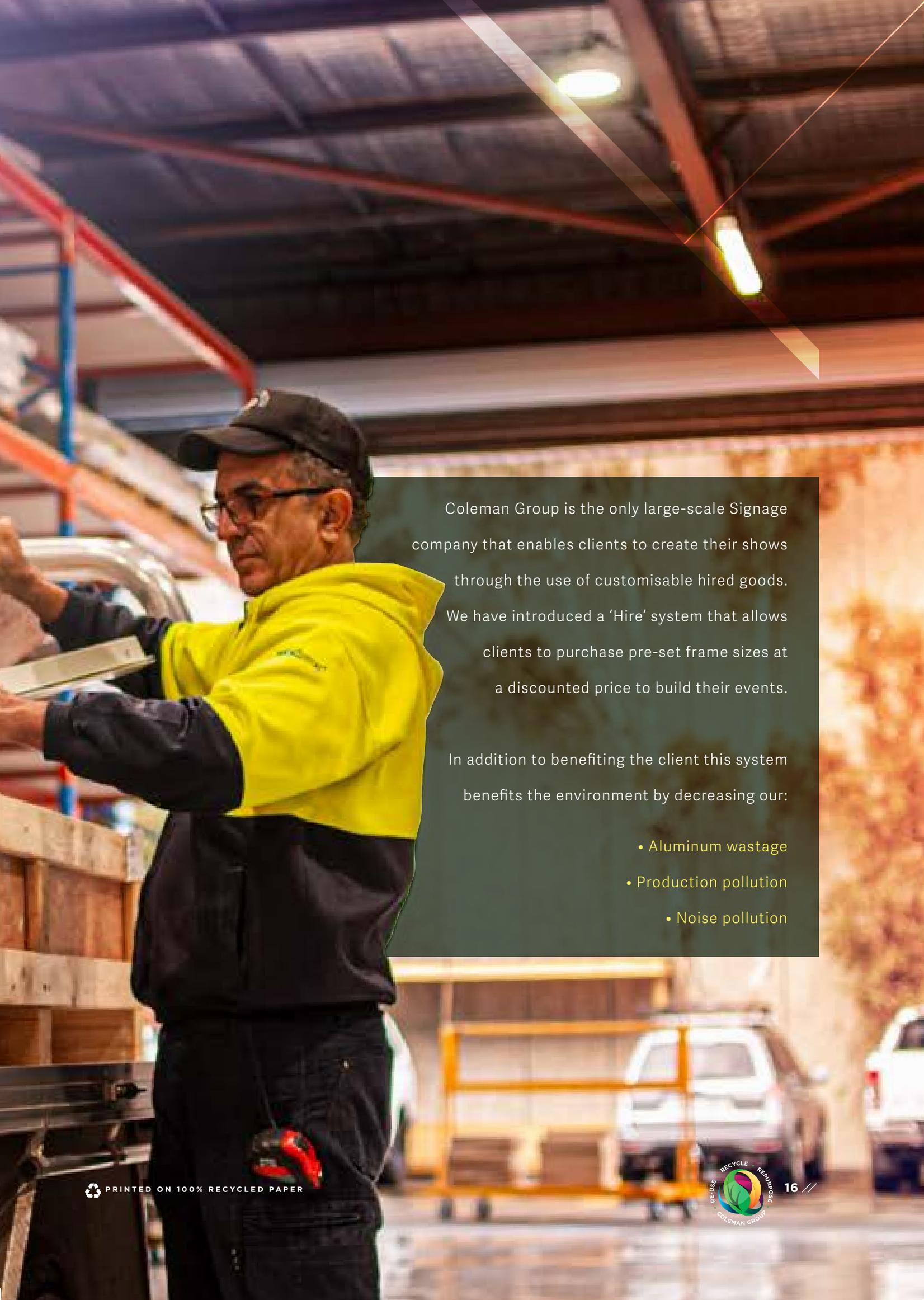
Water-based inks are an extremely environmentally friendly alternative to solvent-based products. Solvent-based ink waste is extremely harmful to the environment, filled with toxic chemicals that deteriorate the health of surrounding ecosystems. The conversion from solvent-based inks to water-based technologies significantly reduce our carbon footprint through minimising our emission of greenhouse gasses.

As water-based inks contain neither organic solvents nor aromatic isocyanates the conversion positively impacts the workplace health and safety. This offers greater sustainability in the long-run for both our workers and the environment.



# 5. Hire Frames





Coleman Group is the only large-scale Signage company that enables clients to create their shows through the use of customisable hired goods. We have introduced a 'Hire' system that allows clients to purchase pre-set frame sizes at a discounted price to build their events.

In addition to benefiting the client this system benefits the environment by decreasing our:

- Aluminum wastage
- Production pollution
- Noise pollution

# 6. Repurposing Textiles

Coleman Group offers all clients the option of storing their fabrics in an effort to encourage the reusing of graphics. If 'opted-in', we fold the textiles, load them into cardboard boxes, and store them within the storage area in our factory for later use at the client's discretion.

This minimises fabric waste, ensuring maximum sustainability.



If the client does not wish to save their graphics  
Coleman Group has an alternative process to  
handle waste.

We send all textile waste to a Resource Recovery  
Facility (RRF).

This waste is shredded, co-mingled with  
wood-pulp, and then bailed to produce Processed  
Engineered Fuel (PEF) that can be used in place of  
environmentally sourced fossil fuels.

By diverting a total of 90% of our outgoing waste  
from landfills, we are reinforcing a  
sustainable future.



# 7. Recycling: Cardboard and Paper





Coleman Group treats recyclable goods with the utmost discipline enforcing a strict recycling program within our factory to ensure that these materials are disposed of effectively.

This process consists of the use of two recyclable-specific hydraulic compressors, that are filled with scrap cardboard and paper. This compressed recyclable material is then wrapped with bio-degradable straps and picked up by our local recycling waste collectors weekly.

# 8 Recycling: Frames





Coleman Group specialises in the use of aluminium framing, which can generate offcut materials. This excess material is recycled through the use of aluminium-specific bins located around the facility. Once filled these bins are transported to a recycling factory where they are melted down and repurposed.

This process allows our material to fall into a closed loop, where it is returned to its original form to be used again.

# 9. Recycling: General Waste

General waste is collected separately to recyclable waste through material-specific bin located around the facility.

These bins are then collectively taken to a Resource Recovery Facility (RRF), where the contents are sorted, and then shredded and compressed into Processed Engineered Fuel (PEF) bricks which are then used as an alternative to fossil fuel.



# 10. The Bigger Picture

## *What really is a carbon footprint?*

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A Carbon footprint is the total amount of greenhouse gases produced to both, directly and indirectly, support human activity.

This is a very general understanding of a much bigger picture. When looking at this on an individual scale the footprint can seem quite small –

### For Example

one person uses one car that runs off one tank of petrol



But, when looking further into where products come from, how they are made, and where they are put post-use, it becomes apparent that the carbon footprint of each person is much larger than originally thought.



• The petrol for that car is produced through oil drilling and refining which is extremely destructive to the environment due to noise pollution, drilling sites, air pollution etc.



• The car is built from non-degradable and synthetic materials including steel, rubber, glass, plastic, paint etc.



• Fuel is combusted within the car to power the car emitting smog, carbon monoxide and other toxic chemicals into the atmosphere.



This is the **true carbon footprint** after taking all of these factors into account.

# Why Does Size Matter?

*Coleman Group provides the better option*

Coleman Group offers the most minimal footprint of all event framing systems.

What our competitors can offer with a pantech truck, we can provide with a small ute.

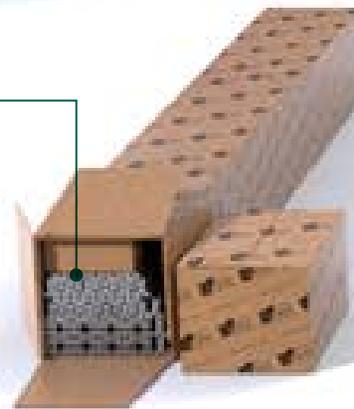


**Coleman Group** (x1 6m x 3m Stand)

Weight: 40kg (x2 Boxes)

Size: 0.3m x 0.3m x 2.4m (Box 1)

0.6m x 0.3m x 0.25m (Box 2)



COLEMAN GROUP CARBON FOOTPRINT\*



\*BASED OFF x10 STANDARD EXHIBITION STANDS

Our REXframe framing system enables us to stack, pack and transport entire shows in small, easy to load boxes. Gone are the days of multiple trips.

Our one-trip system minimises greenhouse gas emissions through the use of smaller more eco-friendly vehicles and allows for efficient and timely installations.



## DENVER

**Competitors** (x1 6m x 3m Stand)  
 Weight: 170kg (x2 Pallets)  
 Size: 1.2m x 2.4m x 0.8m (Pallet 1)  
 1.2m x 2.4m x 0.2m (Pallet 2)

### COMPETITOR CARBON FOOTPRINT\*



\*BASED OFF x10 STANDARD EXHIBITION STANDS

# Conclusion



A blurred office environment with a person's hand pointing towards a computer monitor. The monitor displays a data visualization with blue bars. A large, dark red diagonal graphic element is present in the upper right corner of the page.

At Coleman Group our efforts in recycling, reusing and repurposing material drastically reduces our carbon footprint, minimising our contribution to landfills and emissions for the better.

We commit to these **Ten Practices** with the ambition of securing the sustainability of our world and will continue to advance our Circular Economy philosophy.



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