



[About Novograf](#)

[Products](#)

[Case Studies](#)

[Technical Info](#)

[Contact Us](#)

The Green Issue

Transform your store with our cost effective 'Refresh Service' and at the same time reduce your impact on the environment using our environmentally responsible graphics & cladding solutions.

Over the last couple of months we have been showcasing our highly durable graphics and cladding services to refresh, refurbish or rebrand your retail environment.

In this issue we want to remind you of our environmental credentials. We not only manufacture bespoke, hard wearing and impact resistant graphics but we also do our utmost to conserve energy, use the most environmentally responsible materials we can source, and reduce and manage our impact on the environment using our ISO 14001 accreditation as a tool to guide us.

Read on to find out about solutions that will not only keep your store looking fresh but solutions that are also environmentally gentle!

Free from PVC and Phthalates.....

Many of our products, including the layer of adhesive are free from PVC and Phthalates including our:

- o Bespoke wall graphics
- o Wall/column/door/counter cladding
- o Signage solutions
- o Wall art panels
- o We even have a highly durable floor graphic that is PVC & phthalates free

Why is it important to be PVC and Phthalates free?

Phthalates are a class of chemicals used as softeners, or plasticizers, in polyvinyl chloride (PVC, vinyl) products, including window graphics, decorative wall vinyls, signage, general decoration, building materials, solvents, cosmetics, personal care products, wood finishes, insecticides and even in children's toys. <http://www.healthychild.org/>

Phthalates are believed to cause a wide array of health problems, from liver and kidney failure to heart, lung and blood pressure problems. The most worrisome aspect by far is the probable effect of phthalates' on the reproductive development of fetuses and infants, in particular the reproductive tracts of males.

PVC, being cheap to produce, is often the preferred building product for the world's manufacturers. Using phthalates, you can easily convert PVC into any number of products. The use of phthalates is widespread, and has such a long history that phthalates can be found in ecosystems in every corner of the globe.

As a company we are committed to reducing our impact on the environment and as a result can offer a complete range of PVC and phthalate free products.

Novograf have invested a considerable amount of time and money, over a number of years to develop products that are not only PVC free alternatives, they are also better performing products. For example our PVC free window graphics have UV inhibitors which prevent yellowing and they are made using far more dimensionally stable polymers than vinyl. This reduces/eliminates shrinkage and wrinkling which adds up to a combination of better performance and longer life!

PVC/Vinyl links

<http://www.besafenet.com/pvc/companyolicies.htm>

<http://healthychild.org/issues/chemical-pop/phthalates/>

<http://en.wikipedia.org/wiki/DEHP>

<http://archive.greenpeace.org/toxics/reports/restrictions.pdf> see pages 70 to 73, which represent the position amongst retailers back in 2001 when this particular report was written

<http://www.noharm.org/us/pvcDehp/hospitalsreducingpvc>

For more details on our PVC reduction policy and a list of major corporations that have also decided to reduce PVC usage please visit our website at:

http://www.novograf.co.uk/a_images/technical/PVC-Reduction-Policy.pdf

If you want more information on our protective graphics and cladding solutions or if you wish to discuss a potential project please call us on 01355 900 100 and ask for Emma Goudie or email us at info@novograf.co.uk

Our promise to the environment.....

At Novograf we believe that a safe, healthy and sustainable environment is in the best interests of us all.

ISO 14001 certification

We were one of the first companies in our industry to be awarded ISO 14001 certification and have dedicated ourselves to implementing an operational system which helps to sustain the environment.

We have set up processes to minimise wastage, energy usage, emissions and prevent pollution. ISO 14001 ensures a continuous cycle of planning, checking, implementing, analysing and improving our everyday operations.

We are working with our staff, suppliers and customers to reduce our usage of raw materials by re-using, recycling and continually seeking alternative high performance and environmentally gentler materials.

Environmentally gentle alternatives

We have developed sustainable alternatives to PVC made from materials that do not produce the toxins and environmental contaminants inherent in the manufacture and disposal PVC.

