

Major companies with PVC phase-out policies:

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|------------------------|------------------------|---------------|
| Adidas | Hennes & Mauritz (H&M) | Playmobil |
| Apple | Herman Miller | Puma |
| Aveda | Hewlett-Packard | Ricoh |
| Bandai | Honda | Samsung |
| Bayer | IKEA | SC Johnson |
| Body Shop | Johnson & Johnson | 7-Eleven |
| Brio | Kaiser Permanente | Sharp |
| Bristol-Myers Squibb | L.L. Bean | Shaw Flooring |
| Cargill | Lego Group | Sony |
| Carlsberg | Limited Brands | Spar |
| Consumers Co-operative | Little Tykes | Sumitomo |
| Crabtree and Evelyn | London Underground | Tomy |
| Dell | Marks & Spencer | Toyota |
| Deutsche Bahn | Mattel | U.S. Navy |
| Daimler Benz | McDonald's | Volkswagen |
| Early Start | Mercedes Benz | Volvo |
| Estée Lauder | Microsoft | Waitrose |
| Eurotunnel | Nestle | Wal-Mart |
| Evian | Nike | Wella |
| Federated Group | Nissan | |
| Ford | Nokia | |
| General Motors | Novatex | |
| German Telekom | Opel | |
| Greenseal | P&O Cruises | |
| Helene Curtis | Perrier | |

www.besafenet.com/pvc/companyolicies.htm

novograp

the durable graphics and cladding specialists

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Our PVC Reduction Policy



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Our PVC reduction policy:

Recognition of the potential problems of PVC

Hundreds of major companies shocked to discover the dangers of polyvinyl chloride (PVC) have taken a stand against the use of PVC plastics in their products and/or packaging. Companies like Apple, SC Johnson, Wal-Mart, Toyota, Hewlett-Packard, and Nike have acknowledged the potential health problems associated with the plasticisers used to make PVC. Greenpeace report that they have developed PVC phase-out policies to reduce or eliminate this material.

So what's wrong with PVC?

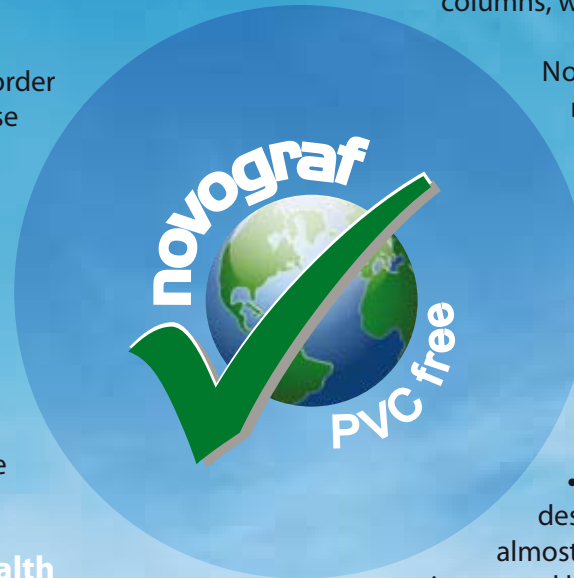
PVC contains phthalates plasticisers used to soften PVC in order to mould and manufacture a large variety of products. These include window graphics, decorative wall vinyls, signage, general decoration, building materials, toys, food packaging, medical devices, shower curtains, toiletries, etc. PVC is an extremely useful material, however research on the potential health threats of phthalates is frightening. Plasticisers are considered to be a probable carcinogen by The World Health Organisation. Research has led scientists to suspect that they are endocrine disruptors, interfering with our hormones, development toxicants, affecting normal development of a foetus and reproductive toxicants harming the reproductive system.

PVC free is good for your business and your health

According to Greenpeace over 3 billion kilograms of PVC products are thrown away annually. Toxic chemicals associated with PVC disposal in landfills and incinerators have been linked to a wide range of health hazards. An increasing number of companies are changing to PVC free alternatives but are coming up against tremendous challenges. Many companies believe going PVC free will benefit the environment, the health of staff and customers. Yet environmentally gentle products are hard to source and often sacrifice performance. Until now.

PVC free solutions from novograp

Novograp is meeting these challenges and opportunities head-on by offering retail graphics and cladding solutions that are kinder to the environment. Many of our products are completely PVC and phthalates free. However, where unavoidable we have reduced the PVC content by up to 90%. Our solutions include protective cladding, decoration and signage. All solutions are bespoke enabling you to customise and protect almost all store fixtures and fittings including walls, columns, windows, checkouts, counters, floors, and so on.



Novograp have been manufacturing PVC free products for many years, but only recently has awareness of the health hazards of PVC been widely communicated in the press, raising demand for PVC free alternatives.

PVC free and better

- **Hardwearing** - Our PVC free products are much harder wearing than PVC alternatives maintaining their appearance for many years.
- **Maintenance free** - Our solutions will virtually eliminate maintenance costs.
- **Bespoke** - All of our solutions are completely bespoke, designed to fit your business needs exactly. We can create almost any design or effect you desire from solid corporate colours, integrated branding or signage, metallic or wood grain effects or even large scale photography. The results are breathtaking.
- **Special Qualities** - Our products are available in a variety of grades including fire retardant, anti-microbial and graffiti resistant.

Better for the environment, better for our health, better quality, better value, better all in. For more information or to upgrade to PVC free, contact us at info@novograp.co.uk, call us on 01355 900100, or visit www.novograp.co.uk.