



Environmental Initiatives

Color Communications Inc. Australasia Ltd.

95% VOC free

- 98% of our work is done in water-based paint which is **95% VOC free**. Solvent paint is only used for certain industrial colours / finishes.
- As a result of our paint's **low VOC's**, our emissions are greatly reduced as we don't rely on vast amounts of energy to burn off the VOC's prior to emission into the atmosphere thus reducing our carbon footprint.
- Everything we coat or print on is either **FSC** or **PEFC** graded paper.
 - **FSC**[®] (Forest Stewardship Council) sets specific standards that must be met by suppliers in the timber trade.
 - **PEFC** (Programme for the Endorsement of Forest Certification) is an umbrella brand incorporating different national certification schemes.
 - The end goal of both bodies is the same. Both provide schemes to protect forests and ensure end-users get the responsibly sourced timber they requested.
- Elimination of plastic bagging from 1 January 2021 to be replaced with paper banding as required.
- All flow wrapping is done using bio-degradable packaging material.
- We recycle all paper waste, separating cardboard from paper accordingly to improve efficiency in recycling.
- All steel drums and aluminium plates are recycled.
- All plastic wrapping is recycled.
- We harvest rainwater for all cleaning including using this to wash our paint buckets which are then reused.
- Waste water from washing our buckets is treated through electrolysis to separate the solids from the water. The water is then re-used to wash buckets, water our gardens and for general cleaning around the plant.
- Due to proximity to market, our impact on shipping time is greatly lowered, **reducing our carbon footprint** even more i.e. 3 days on a ship from NZ vs 14 days from Asia or 35 days from North America.

Future programmes currently underway include:

Generating power from solar panels to subsidize our energy usage.
Stabilizing the harvested rainwater for use in making our waterbased paint.