



# SUSTAINABLE PRODUCT GUIDE

AN EXHIBITOR GUIDE TO  
ECO-FRIENDLY MATERIALS



This brochure is designed to highlight ways that ROAR B2B promotes sustainability across all exhibitions. In an effort to share environmentally friendly practices and the leaps that have been made throughout the sector, ROAR B2B, and our official contracting partner Full Circle, remain proud of our industry-leading contribution to improving environmental performance with the help of the products that appear in this brochure.



# Reduce, Reuse, Recycle.

## Alexandra Joicey

OPERATIONS DIRECTOR, ROAR B2B

As exhibition organisers our attention and concern is firmly focused on the debate surrounding environmental impacts of business practices.

As an organiser, our responsibility is to identify the negative impacts of hosting events to develop strategies and products, along with Full Circle and our other industry partners, to minimise the environmental impact. By championing a reduce, reuse, recycle attitude, we can drastically decrease our waste outputs.

On our quest to contribute to a more sustainable future, we promise to keep pushing our thinking and finding ways to innovate and develop environmentally conscious products. We are standing by a firm commitment; our goal is to make all of our events inspire and breed a sustainability-first culture shared by our stakeholders, colleagues, exhibitors and our attendees.



# Our Supplier Network

At ROAR B2B 'sustainability' is a guiding principle in our organisation's DNA.

**WE CONTINUALLY PURSUE ACTIONABLE IMPROVEMENT AND CHANGE, SO THAT WE NOT ONLY RESPONSIBLY SOURCE ENVIRONMENTALLY CONSCIOUS PRODUCTS, BUT WE WORK TO PROTECT THE HEALTH, SAFETY, AND FUTURE OF OUR COMMUNITIES.**

We take great care selecting our supplier network. All our suppliers are assessed to ensure they align with our broad programme of sustainability principles and goals. .

## FULL CIRCLE ENVIRONMENTAL HIGHLIGHTS

### WASTE REDUCTION

Waste diversion of 70% or higher

Reuse/recycle carpet, graphics, signage and furniture

### PROCUREMENT

Locally sourced materials

Purchase of environmentally preferred product

### ENERGY

100% use of LED technology across all Exhibition Shell Scheme AND Custom Builds

Improving the sustainability of the exhibition and events industry is an urgent matter that all stakeholders must partake in, with focus also being on the supply chain, not just the venues, organisers and suppliers in question. We are committed to do our part in helping the event industry navigate a more sustainable future, whilst teaching and learning along the way.



## ASSOCIATIONS, ENDORSEMENTS & COMMITMENTS

Sustainability and Health & Safety is at the heart of the Full Circle operational and business strategies. We are committed to providing and maintaining the highest possible standards of health and safety for our employees and clients, we are audited and accredited by Peninsula, the UK's largest H&S provider. We work hard to continually implement new strategies and are currently working towards achieving the ESSA Accreditation programme, ISO 20121 and Investors in People.

**ESSA Member** (Event Supplier and Services Association) - Sustainability

**AEO Member** (Association of Event Organisers) - Sustainability

**Cross Association Sustainability Commitments** (along with AEV) - Sustainability

**Events Council Endorser** – Principles of Sustainable Events



# Sustainable Graphic Solutions

Our sister company (and in-house graphics supplier) **Psycho Peacock** provides all the signage and graphics for all Full Circle events. Recent developments on the large format printing technology have been driven by sustainability and the reduction in the amount of energy used to produce a graphic.

Whenever possible Full circle utilise a PVC Free option. Currently all tension fabric and grey backed graphics are printed on PVC free. It is widely known that not all materials can be fully recycled, new developments in substrates have introduced highly and even fully recyclable materials along with bio-degradable ones.

We remove all printed graphics/signage from the events we service, following our Reduce, Reuse, Recycle motto, allowing us to ensure that they will be recycled responsibly. As not all media can be fully recycled, we have adopted a different approach to enhance their eco-friendliness.

Psycho Peacock has increased the use of water-based inks and the Canon Colorado has GREENGUARD Gold Certification. Water-based inks don't contain any of the toxic chemicals of it's Plastisol counterparts (no PVC, no phthalates). Instead it's comprised of naturally occurring substances.

**FULL CIRCLE'S DEEP KNOWLEDGE AND EXPERIENCE OF ECO-FRIENDLY PRINTING METHODS AND CONSIDERABLE INVESTMENT IN THE LATEST TECHNOLOGIES MEANS WE CAN OFFER OUR EXHIBITORS AN INFORMED SET OF SUSTAINABLE GRAPHIC OPTIONS.**



## RE-BOARD

Made from 80% paper fibre, the core is made up of 97% air 3% Polystyrene. The product is PVC free and uses 50% less energy to produce than corrugated board. Due to its light weight, transportation emissions are lower. When used in energy recovery the core becomes water steam.



## BLACK BACK FABRIC BANNER WRAPS

A high quality polyester textile, with a total block out black reverse. Completely PVC free – 100% recyclable



## DISPA

The ultimate sustainable display board is made from 100% paper and is 100% recyclable and an alternative to standard Foamex infill panels, this lightweight option still offers the high level of rigidity however the boards can simply and inexpensively be disposed as waste paper.



## GLAZIER BLACKBACK FABRIC

Putting sustainability in the spotlight - PVC-free fabric lightbox display products made from fully recycled PET yarns. Investing in the Vertex Marine range which is made of 100% polyester fabric made entirely from recycled plastic bottles offers a sustainable yet premium solution for event branding.



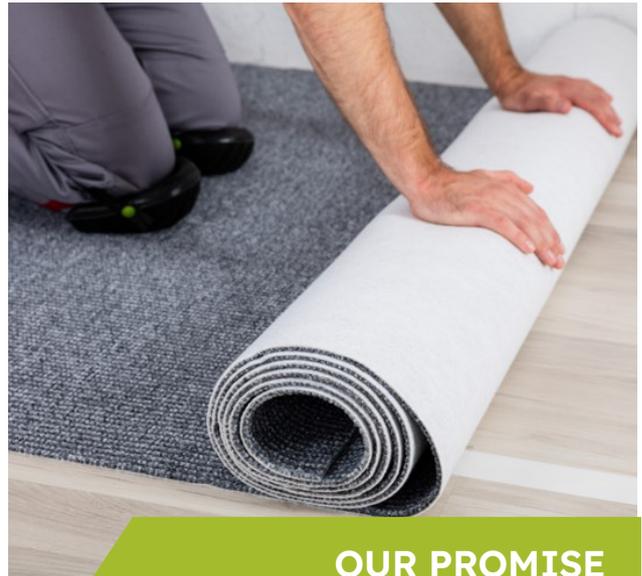
# Recycled Floor Covering

Our floorcovering partners MJ's aim to conduct their business with environmentally friendly operational practices, promoting protection of the environment and minimising any negative impact that may occur from operations. Management processes ensure that environmental factors are considered during planning and implementation, adhering to environmental codes of practice.

Suppliers and subcontractors are encouraged to implement good environmental practices and procedures which support our own objectives and targets. The chosen recycling partner has 12 years' experience in recycling exhibition carpet; they collect all carpet, ensures it meets the processing requirements and turn it into PP pellets.

To ensure the latest recycling methods are used and comply with all current regulations, our partners are members of Carpet Recycling UK, the leading association dedicated to finding better ways of reusing or recycling used carpet.

**CARPET RECYCLING UK IS A NOT-FOR-PROFIT MEMBERSHIP ASSOCIATION WORKING TO REDUCE THE AMOUNT OF CARPET WASTE BEING SENT TO LANDFILL.**



## OUR PROMISE

**ROAR B2B WILL CONSIDER THE USE OF AISLE CARPET ON A CASE BY CASE BASIS TO REDUCE CONSUMPTION AND WASTE. WHEN THE EXHIBITION CLOSES ITS DOORS, ALL STAND FLOOR COVERINGS WILL BE COLLECTED FOR RECYCLING THE RAW MATERIALS ARE REPURPOSED INTO NEW PRODUCTS FOR INDUSTRY, CONSUMERS, AND LOCAL COMMUNITIES.**

## REPURPOSED CARPET PRODUCTS

Repurposed products from our carpet include:

- Mouldings, non-aesthetical parts, spare tyre holders, air duct filters, wheel arch liners, car floor mats for the automotive industry
- Plant pots and garden furniture
- Pallets and crates
- Furniture and furniture filling
- Carpet slippers and bags

# Zero Waste Electrical Cabling



Our organisation is built on innovation, we recognise the impacts our operational practices have on the environment and because of our self-awareness we always endeavour to find supplier products that are conduits to reducing our waste outputs.

**THE DAYS OF CUTTING WIRES FROM REELS AND THROWING IT AWAY POST SHOW ARE LONG BEHIND US. OUR PLUG & PLAY SYSTEM WITH SMARTWIRE INTEGRATES ITSELF SEAMLESSLY INTO EXISTING FULL CIRCLE SHELL SCHEME METALWORK. IT'S CLEAN, GREEN, AND QUICK TO INSTALL.**

Plug & Play has many advantages when compared to conventional methods of providing power and lighting including: Plug & Play systems represent the biggest leap forward for exhibition electrics in the United Kingdom in at least twenty years and will undoubtedly become the benchmark for excellence with respect to the supply of power and lighting to shell scheme exhibitors.

- Faster installation considerably reduces the amount of time required to install electrics.
- Flexibility means moving sockets, lighting and all peripheral electrical items has never been easier or faster due to the flexible nature of feel of a stand, with no exposed wiring, PVC tape or cable ties used. SmartWire.
- Eco-friendly product offering green solutions to our exhibitors.
- Aesthetically pleasing to the eye as SmartWire integrates itself fully into the shell scheme metalwork, it delivers vast improvements in the look and feel of a stand, with no exposed wiring, PVC tape or cable ties used.



# Sustainable Kit

## ENGINEERED TO LAST, 100% REUSABLE AND 100% RECYCLABLE

Full Circle invested heavily in a modular stand building system made from aluminium, that can be endlessly reused.

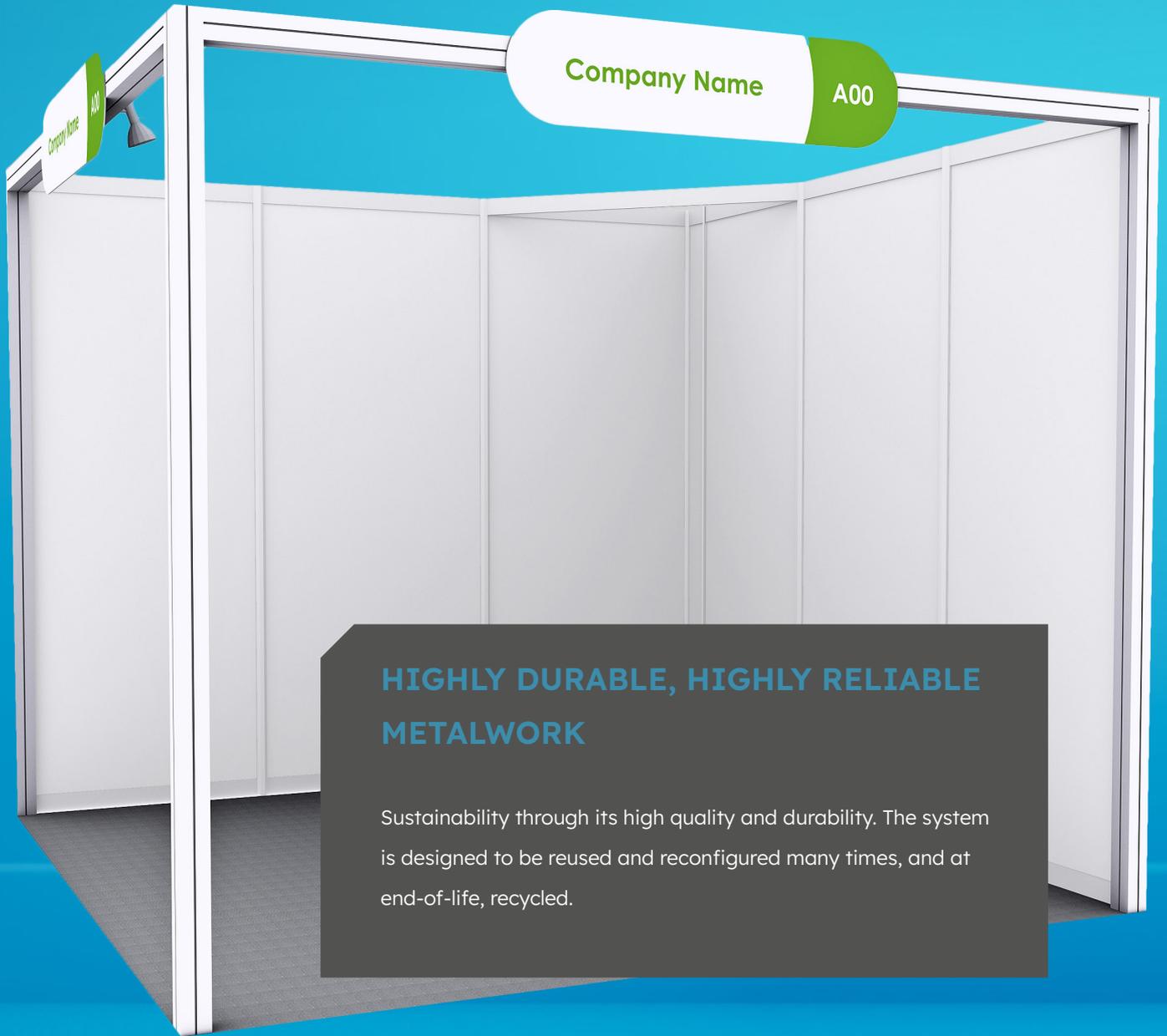
We opt for a 100% reusable end product and for sustainable materials. Did you know aluminium is the most commonly found metal on our planet? It's strong, yet light. It has a long life cycle and is fully renewable. This results in greener and smarter solutions for everyone.

The recycling process only requires about 5% of the energy compared to the production of primary aluminium. We can say that at least 75% of our frames are produced from recycled aluminium. **Another impressive fact: 75% of all the aluminium ever produced is still in use.**

## A WIDER VIEW

Building stands the innovative way means finding balance between elegance, efficiency, profitability and sustainability. That is why, next to using less material, our sustainable strategy also translates to smart designs. This enables us to use smaller storage spaces, and means fewer trucks are needed to wheel our goods from A to B.





## HIGHLY DURABLE, HIGHLY RELIABLE METALWORK

Sustainability through its high quality and durability. The system is designed to be reused and reconfigured many times, and at end-of-life, recycled.

# Furniture



Full Circle and ROAR take great care selecting their supplier network. All our partners are assessed to ensure they align with our sustainability principles and goals. ROAR B2B collaborates with Dzine Furniture and Creative Furniture hire. Event furniture is hired and reused multiple times throughout its life span.



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