

# we already work **circularly**

will you join us?



**90%** of  
waste will be  
recycled

# working circularly

Durability and the CO<sup>2</sup>-footprint have been central topics at koopmans. printmedia for the past few years. In addition to our sustainability approach working circularly is now a reality here through biological ink, waste separation, green electricity and energy-saving measures.

Too often waste is collected by companies as “recyclable materials” when in fact, a lot of this waste can not be recycled. Because it is polluted by other materials. For example: a PVC wobbler which is polluted by acrylic tape on it. This leads to a large amount of recyclable materials wasted.



## what are we going to do?

The stores, which we provide with our instore products, will receive a special **waste collection box** for recyclable plastic materials.

All instore products supplied by koopmans. printmedia will receive a label with a symbol representing the used material, to simplify the recycleprocess. Once the waste collection box is full, the store will send it back to the distribution center. When we deliver a new order at the distribution center, we will bring the full box back with us. As an additional advantage there is no extra impact on the environment since the car that brings back the full box is already there.



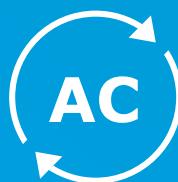
POLYPROPYLEEN



PVC



FOREX



ACRYLAAT



PET G

We make sure these materials are recycled properly by removing the pollution. If removal is not possible, we will carefully cut off the polluted part. This work is done by people who have a harder time finding a job due to a disability or psychosocial issues (people with a distance to the labor market).

Because of this approach, the only remains left are 100% recyclable. The remaining waste will be treated as regular waste. We do not expect this to be more than 10% of the material, so at least 90% will be recycled.

In short: **koopmans.** printmedia will work circularly together with their customers

# our goals

Embedding sustainability is very important to us.

For this reason we have 5 objectives:



## how will we achieve this?

We mainly use heat pumps. In this way, part of the heat will be re-used. On top of this, part of our building's roof is "white"; less cooling is needed on hot days and CO<sub>2</sub> emissions are reduced. Our entire company is equipped with LED lights as well.

We also separate our waste flows. For example, 90% of POS products can be reused. Plastic waste is disposed separately, so it can be reused. Paper is separated into 3 sections: white, coloured and cardboard. This is to optimize reusability. Metals are disposed separately as well and pallets are taken back by our suppliers every day. Several products which were previously made out of forex are replaced by paper and cardboard.

Our company is FSC certified. At the end of 2019 we started using a CO<sub>2</sub>-neutrally produced Heidelberg printing press. We use green energy, in addition to the eco ink we use for offset printing. Our printing presses are equipped with IPA reduction in combination with an automatic washing device. This means minimal amounts of cleaning products are required.

Our company has been MCO ECOVADIS certified since 2019. Thanks to the silver rating we have received during our last assessment, we are among the top 25% of the world who have participated in this sustainability research. Our FSC certification also strengthens our MCO contribution. We also work together with finishing companies, where manual work can be done by people of the project "distance to the labour market".



# are we finally going to recycle for real now?

koopmans. printmedia can help you with all your waste separation issues. By attaching the right symbols to waste containers or using them at waste locations, it gets more clear and easier. For example: one of our customers has 8 containers switched each day and on average 2 of these were rejected each day. Thanks to our symbols this customer's rejected containers went down to 0 a day.



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