

Product Offering

PhotoArts is an innovative company specializing in events signage and the company has been producing high quality portable display products since 1997. Research and development is a key activity at PhotoArts with new products and ideas being constantly tested. While specializing in large format design PhotoArts also has the skills and talents to produce other products such as posters, banners, billboards, brochures, business cards and marketing material. PhotoArts has been a member of the Rotorua Sustainable Tourism Charter since July 2007. Sustainability has always been an important aspect of doing business at PhotoArts and recently the company developed the 'woode' sustainable display system. Following are other actions taken by PhotoArts to make improvements in the area of sustainability.

Examples of Sustainable Actions

- ▶ Develop the 'woode' sustainable display range and engage the Charter Assessor to undertake a product sustainability assessment on the 'woode'.
- ▶ Reuse packaging to the point where new packaging material is no longer purchased.
- ▶ Purchase a printer that uses water-based UV curable ink which allows the business to start moving away from solvent based inks and to use significantly less ink per printing job.
- ▶ Sort waste into separate bins to allow recycling of different materials including coreflute
- ▶ Encourage clients to return coreflute prints for us to recycle or use as packaging.
- ▶ Redesigned a new work space to have the printer operator removed from the print room to avoid the effects of vapours and ozone
- ▶ Commissioned a ventilating system to help improve the work environment.
- ▶ Installed more heat pumps so we cut down on gas heaters
- ▶ Sourced new print media that are more environment friendly and continue searching for more options.
- ▶ Encouraging staff to eat healthy by providing alternative choices for lunch.
- ▶ Support Green Drinks.
- ▶ Replaced all light bulbs with low energy lighting.
- ▶ Encouraging team members to cycle to work

Further Information

For further information on sustainable actions taken at PhotoArts contact:

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