

## SUSTAINABILITY WITHIN THE COMPANY

Sustainability is an important part of the optimal media corporate identity. As such, we are able to ensure responsible corporate governance with regards to our customers, business partners, employees and the environment.

Through regular certification, our services and production processes meet industrial and globally recognised standards. We are constantly working with our suppliers and partners to fulfil our ecological, economic and social responsibilities, and to ensure that our future is even more sustainable.

### ISO 9001 quality management system

Our processes are governed by the quality management standards defined by ISO 9001. By upholding these globally recognised standards, optimal media strives to continuously improve all internal processes and to take measures to avoid errors, resulting in ongoing quality assurance.

### ISO 14001 environmental management system

With our ISO 14001-certified environmental management system, we and our qualified suppliers meet globally recognised environmental guidelines and strive for continuous improvement.

### ISO 50001 energy management system

With our ISO 50001-certified energy management system, we are able to systematically record and evaluate energy flow while taking into account all energy sources as well as the areas of use and consumption of energy. We use the results of this evaluation to continuously improve efficiency and reduce the energy consumption of our systems and processes.

### Active waste avoidance

We use modern machinery to optimise our raw materials so that we can minimise production waste. In order to actively reduce waste and scraps, we have implemented technical solutions for the efficient use of raw materials and feeding them back into the production cycle.

### Continuous optimisation of energy efficiency

With our ISO 50001-certified energy management system, we adhere to globally recognised guidelines and regularly review our performance. In order to continuously improve our energy efficiency,

we upgrade our systems and machines, calibrate the operation cycles of our technology and use heat generated from our production process for heating, dehumidification and climate control in our office and production space. All of our systems are integrated into a closed material cycle.

### Reduction of CO<sub>2</sub> emissions

We actively reduce CO<sub>2</sub> emissions by using recycled paper, optimising our transport routes and using energy-efficient transport systems. To protect our employees' health and reduce emissions, we exclusively use electric vehicles for in-house transport.

### 65% electricity by renewable energy sources

65% of the total electricity we use to operate our production systems and supply all of our facilities is generated by renewable energy sources.

### 100% waste recycling

We work with top partners for professional waste recycling to uphold our responsibility and ensure our production-based waste is properly separated. In doing so, we are able to recycle 99.8% of our production waste and coordinate waste disposal along the entire value chain. With our take-back service, you can be sure that your waste is properly sorted.

## SUSTAINABLE PRODUCTS

optimal media takes its responsibility seriously and is always working on developing and improving environmental alternatives and sustainable production methods.

### **Low-chemical printing-form production**

Our development process uses considerably fewer chemicals and much less water.

### **Plant-based inks and varnishes**

We use organic inks free of mineral oils as standard in conventional offset printing. Because we use inks made from plant oils, work with a low-alcohol printing process, and renounce to use of palm oil, we are able to offer you sustainable print products made from renewable raw materials. You can help protect the environment by choosing our water-based, alcohol-free dispersion varnish or biodegradable foil lamination.

### **FSC®-certified paper suppliers**

We only work with FSC®-certified suppliers in our production. As a way of using our global forest resources responsibly, we also offer you the possibility of using paper from sustainably managed forests.

### **Climate-neutral production and shipping**

Compensate the CO<sub>2</sub> emissions generated in the production and shipping process by purchasing emissions offset certificates from ClimatePartner, with whom we work closely. When you choose a climate protection project for CO<sub>2</sub> offsetting, you can communicate your commitment to the environment on your products in a way that is transparent to your customers.

### **Ecological packaging for your products**

Check whether your products really require cellophane packaging and consider using any of our many plastic-free packaging options. We will be happy to advise you on alternative materials.

### **Recycled paper instead of virgin fibre paper**

You can actively reduce the consumption of resources by choosing paper made of between 30% and 100% recycled materials. This cuts emissions and significantly reduces energy consumption during production.