

SUSTAINABILITY AT OPTIMAL MEDIA

The optimal media production plant is located amongst the lakes of the Mecklenburgische Seenplatte district, adjacent to Müritz National Park. We take to heart the protection of this unique landscape that lies right at our doorstep.

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 production is even more sustainable.

Responsibility within the company

- + ISO 50001 energy management system
- + ISO 14001 environmental management system
- + ISO 9001 quality management system
- + Heat generated from our production process is used for heating, dehumidification and climate control in our office, storage and production space
- + Modern machinery for more efficient use of raw materials and minimising production waste
- + 100 % waste recycling within the company
- + Avoidance of problematic minerals in our production
- + 65 % of electricity used comes from renewable sources
- + Full-scale in-house production and other measures for reducing CO₂ emissions
- + Plastic-free company restaurant



SUSTAINABILITY FOR YOUR PRODUCT

optimal media takes its responsibility seriously and is always working on developing and improving environmental alternatives and sustainable production methods. Select the production variants that best suit your product. Please ask your personal representative about further alternatives and options. We will help you to make your product as sustainable as possible.



- FSC-certified paper and cardboard from sustainably managed forests



- 100 % recycled paper and cardboard or papers and cardboards with recycling share



- Conventional offset printing with inks made from plant oils



- Vinyl records made completely out of recycled PVC
- Product variants:
Black Re-Vinyl, Coloured Re-Vinyl



- Use of paper banderoles or alternative foils from renewable resources to avoid conventional plastic foil wrapping



- Climate-neutral production and shipping with ClimatePartner
- Support for recognised climate protection projects



- Support for a regional nature conservation project

