

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

