

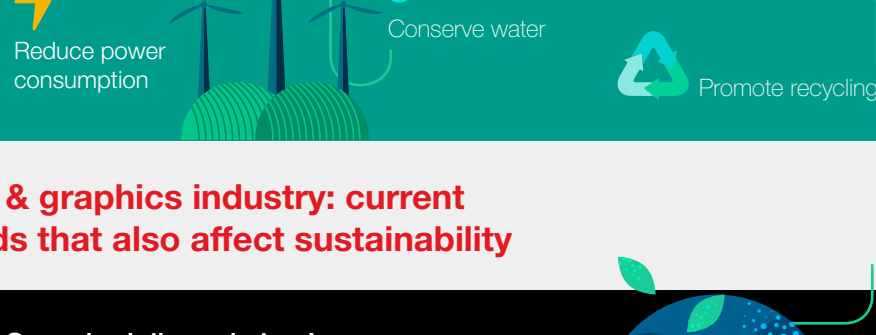
## Sustainability, every action matters | How can the sign & graphics industry make a difference?

Sustainability is important: every decision we make effects the sustainability of our ecosystem & our personal environmental impact.



### Actions that bring change:

#### Lowering your energy and water footprint



## Sign & graphics industry: current trends that also affect sustainability

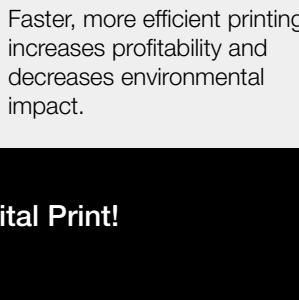
### Speedy delivery is key!

Keypoint Intelligence research indicates:

**60%**

of large format print jobs must be completed in

**< 24 hrs**



Faster, more efficient printing increases profitability and decreases environmental impact.

### Digital Signage is growing, but so is Digital Print!

Global PRINTED signage market forecast :

2022 **\$40b**

2028 **\$50b**

DIGITAL signage market forecast :

2023 **\$18,7b**

2028 **\$26,1b**

<sup>1</sup>Source Ken Research Global Printed Signage Market outlook (kenresearch.com)  
<sup>2</sup>Source Digital Signage Market Size, Share, Industry Report, Revenue Trends and Growth Drivers (marketsandmarkets.com)

### Digital signage has a larger carbon footprint than print.

Digital display compared to digital print

**> 900 times**

**> 700 times**

There is a growing demand for large format digital print in various applications.



### Increasing regulation and scrutiny

Brands globally are more environmentally conscious.

This drives scrutiny on suppliers and supply chains for compliancy and a lower environmental impact.

Governments are regulating more industries regarding their environmental impact and lower carbon footprint.

The sign & graphics industry will soon be regulated stricter as well.

Accountability and consumer scrutiny for more sustainable production is rising.

**Forcing the sign & graphics industry to make production decisions that lower their environmental impact.**

## 5 actions printing companies can take to make a difference for the environment

### 1. Choose the most eco-friendly printing technology

- Available digital printing techniques: UV, Eco-Solvent, UV-gel and Latex.
- Choose a printing technology that consumes a low amount of power, water and ink and produces minimal waste.

Mimaki has chosen to focus on digital printing technologies that are the least environmentally harmful, such as UV-printing.

### 2. Source your power sustainably

- Consider solar augmentation, for the lowest carbon footprint.
- Buy from the grid and prioritize solar energy.

### 3. Evaluate media sustainability, not just printing method

- Industry trends show a shift to paper and recyclable materials.
- PVC-free adoption rates remain low.
- Less than 1/10 of 1% of PVC is recycled globally; and it can only be recycled once!

### 4. Consider economic sustainability

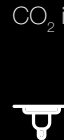
- Avoid greenwashing; ask about the real costs.
- Choose high-output, low-cost printing technology.
- Prioritize ink yield over cost per liter.
- Emphasize real print speed, automate tasks for efficiency.

### 5. Understand hidden printer operation costs

- Use software to track production time, yield and cost details.
- Optimize with smart nesting to reduce media waste.
- Store job setup data for efficient job repeat.

## Comparing printing technologies

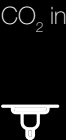
### Energy consumption | CO<sub>2</sub> emission



#### Cold LED-UV

- uses the least power
- lowest carbon footprint
- uses waterless ink
- has highest ink-efficiency

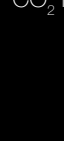
CO<sub>2</sub> index <sup>3</sup> ☁



#### Eco-Solvent

- uses lower power
- 2<sup>nd</sup> lowest carbon footprint
- uses waterless ink
- has 2<sup>nd</sup> highest ink-efficiency

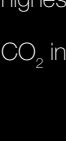
CO<sub>2</sub> index <sup>3</sup> ☁ ☁



#### UV-gel

- uses higher power
- 2<sup>nd</sup> highest carbon footprint
- uses waterless ink
- equal-highest ink-efficiency (~/= Cold LED UV)

CO<sub>2</sub> index <sup>3</sup> ☁ ☁ ☁



#### Latex

- uses the most power
- highest carbon footprint
- ink is 65% water
- lowest ink-efficiency
- highest ink waste

CO<sub>2</sub> index <sup>3</sup> ☁ ☁ ☁ ☁ ☁ ☁ ☁ ☁ ☁ ☁

## Why is UV printing (LED-UV) the most sustainable choice?

### Lowest CO<sub>2</sub> emission

**Lowest ink consumption**

- UV printing has a higher ink yield and therefore consumes less ink for the prints.
- Less ink use = Lower costs.

### Low energy consumption

- UV-LED cures ink immediately.
- No drying heater required = low energy consumption.

### Low wastage of consumables

- UV Piezo printheads last a long time.
- By using a UV printer you help minimise plastic waste and CO<sub>2</sub> emissions caused by the recycling of thermal printheads.
- The UV Piezo printheads also provide a stable colour output and there is no need for frequent re-calibration.

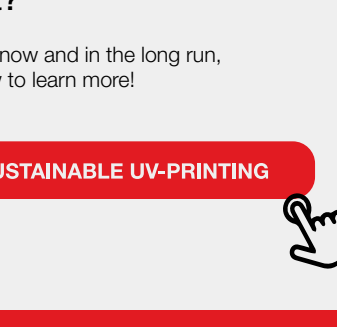
### Large choice of substrates

- Flexibility & versatility
- Wide choice of materials to print on:
  - Coated and non-coated substrates.
  - Fabric, metallic foil, heat-sensitive media, and more.
  - Rigid media (UV flatbed printing) such as acrylics, wood, metal, glass, and foam board.

## LED-UV printing: affordable, efficient, and sustainable printing

### Discover the Mimaki UCJV330 series, a versatile inkjet printer family:

- Print and cut with a single unit.
- High speed up to 55m2 in color and 23m2 with white/clear printing.
- 2 to 5 layer print with the new 2.5D printing.
- Low power use, saves energy.
- Advanced ink technology to save ink with the new RasterLink7.
- PICT to manager your printer.



Our Mimaki UV printers are a sustainable option for your business, now and in the long run, offering many other advantages as well. Click on the buttons below to learn more!

UCJV330 UNIQUE FEATURES

MORE ON SUSTAINABLE UV-PRINTING

Contact our experts if you want to learn more about how Mimaki's printing solutions meet high customer demands while helping you achieve your sustainability goals. Let's improve the world together!

PLAN A MEETING