



10 Reasons to Choose Eco-Flexx 2.0 for Your Next Bulletin Campaign

Eco-Flexx 2.0 is 100% recyclable, non-toxic and chlorine-free, and it looks and performs every bit as well as PVC vinyl flex.

1. Eco-Flexx 2.0 IS 100% RECYCLABLE

Eco-Flexx 2.0 is made from polyethylene (PE), the most commonly used and recycled plastics in the world. PE has several recycled applications, including railroad ties, freight pallets, and lawn edging. PVC is, for the most part, not recyclable and most often ends up in landfills.

2. Eco-Flexx 2.0 IS ACTUALLY BEING RECYCLED

Eco-Flexx 2.0 is collected and recycled along w/ PE posters already being used throughout the industry.

Unfortunately, many of our competitors in the print industry seem more intent on spreading falsehoods about the out-of-home's recycling successes than they are with investing their time and energy in developing less toxic print solutions of their own to reduce their environmental impact.

Want the truth?

An industry-supported recycling program developed by the OAAA and operated through Houston, TX-based Avangard Innovative, the program's hand-picked vendor of choice, has been in place since early 2008 to provide an audited and verifiable recycling solution for Eco-Flexx and similar PE-based billboards.

Feel free to contact either (or both) of the following individuals if you want the truth about what's happening with the industry's recycling of PE. We guarantee you that they will speak the truth about the out-of-home industry's recycling efforts.

- Kerry Yoakum, Vice President of Government Affairs, Outdoor Advertising Association of America, Inc., 1850 M Street, N.W. Suite 1040, Washington, DC 20036, 202-833-5566 - telephone, (kyoakum@oaaa.org)

- Jon Stephens, VP of Sales and Business Development, Avangard Innovative, 11906 Brittmoore Park Drive, Houston, Texas 77041, Direct: 281-582-0793, jstephens@avaicg.com

3. Eco-Flexx 2.0 is NOT made from PVC

PE stands for polyethylene, the most widely used and recycled plastic in the world. There are no toxic additives such as chlorine or phthalates used in the production of PE-based Eco-Flexx 2.0. PE is non-toxic and used in everyday items such as grocery bags, soda/water/milk bottles, and food wraps, to name but a few.

4. Eco-Flexx 2.0's carbon footprint is 60% less than a typical PVC flex bulletin

The energy consumed in producing one square foot of Eco-Flexx 2.0 is less than half that required to produce a comparable amount of PVC flex. Likewise, the global warming potential (the CO₂ released during production) of Eco-Flexx 2.0 is less than half that of PVC flex.

5. Eco-Flexx 2.0 is environmentally responsible

Many environmental organizations and major corporations—including Nike, Wal-Mart, GM, BMW, Toyota, Apple and Microsoft—are publicly committed to reducing their use of PVC materials and wholly support PE plastic as an excellent alternative to PVC.

6. Eco-Flexx 2.0 weighs nearly 75% less than PVC

A typical PE bulletin weighs 20 pounds compared to a similarly sized PVC billboard produced on 12 oz. PVC, which weighs 75 pounds. This translates into multiple advantages in worker safety in production, installation, de-installation and disposal, as well as transportation (fuel and energy) savings throughout the entire process.

7. Eco-Flexx 2.0 is extremely strong and durable, yet lightweight

How Lightweight? Eco-Flexx 2.0 is 70% lighter than PVC (a typical PE bulletin weighs 20 lbs. vs. 75 lbs for 12 oz PVC flex). Our latest generation of Eco-Flexx has been further improved in durability, tensile strength (for tensioning during installation), and coating surface brightness, which allows better color reproduction.

8. Eco-Flexx 2.0 is priced comparably to PVC flex billboards

Eco-Flexx 2.0 billboards are available at the same cost as PVC flex billboards, so there's no increased expense to make the switch.

9. Lightweight Eco-Flexx 2.0 delivers terrific benefits

Lower Freight Costs: buyers of Eco-Flexx 2.0 will realize significant savings in freight costs

Safer Operating Environment: bulletin posters benefit by not having to rope up heavy (75 lbs PVC flexes) or handle unnecessarily heavy bulletin wraps.

10. Eco-Flexx 2.0 is 100% chlorine free

No chlorine is used in the production of Eco-Flexx 2.0! For years, Ad Agencies and other environmentally conscious companies have extolled the virtues of “TCF” in their print buying and paper. TCF stands for Totally Chlorine Free. This means that no chlorine of any form was used in the whitening process of the product that you are purchasing. And also, there was no chlorine used in the process of converting the wood pulp to paper. Shouldn't we give the same consideration to our billboard production? The traditional (old) choice for billboards, PVC/Vinyl, is as much as 60% chlorine by weight. It's in the name -- Polyvinyl **CHLORIDE!**