



Sustainable Media Supporting Sustainable Storytelling!

Australian made rigid boards available through Ball & Doggett

We are seeing a fundamental shift from plastic to fibre based solutions and a growing trend by larger retailers to switch to more sustainable alternatives.

The momentum is continuing for businesses to reduce their carbon footprint and use environmentally sustainable and recyclable media that has previously been produced on plastic substrates such as foam boards. Consumers are demanding more of brands, these cries are being heard with printers also responding doing their due diligence.

Ball & Doggett pride ourselves on the partnerships we have in the market to support these conversations and deliver products that create solutions.

The market is also currently experiencing major supply chain issues from overseas as well as rising resin costs for plastic material which is paving the way for more cost effective fibre based solutions that consumers and brand custodians show a desire for. One of Ball & Doggett's solution to addressing the sustainable media demand is called Envirocore Board.

Plastic waste is a growing concern and by using this board as an alternative the conversation for you the print supplier or brand becomes one around reducing impact to our planet.

Envirocore is a fully recyclable rigid substrate, manufactured from reusable, renewable and 100% recyclable paper. Equally important to the environmental aspect of this board is supporting local manufacturing. This board is manufactured in Australia, keeping locals in jobs.



Sustainability in Action at PACPRINT Exhibition 2022:

Envirocore was the perfect solution for

Ball & Doggett when we initially spoke about the design for our stand at PACPRINT in June 2022. Our team along with the cool crew at Resolution Imaging collectively designed, curated and delivered our stand built from Envirocore board with great success!

We were pretty chuffed with the responses and comments from our visitors to the stand that demonstrated a point of difference, function, form and at the heart of it, sustainability.

Our goal was to demonstrate Sustainability in Action and we believe we achieved just that. Not only was our stand walls and tables constructed using this product, we pushed the boundaries and invited fun and created an experience. The table tennis table was a must have that was extremely well received by all that visited our stand during the 4-day show.

Here's the cool part, 95% of our stand has been dismantled and placed in recycled bins. The green bins noted in these images is part our extensive waste recovery process at our Braeside, Victoria Converting site. The largest of it's kind in Australia.

Ball & Doggett loves good vibes and bringing our industry together. Having the table tennis table as a central meeting spot was a great way to see the healthy competitive spirit that is our industry. We didn't want to tease folks with the table so we made more and gave away 1 each day through a competition we held during the show.

Huge shout out goes to our competition winners:

1. **Simon Fitzgerald**, Invicium
2. **Kellie Northwood**, The Real Media Collective
3. **Mitch Lugg**, Signific
4. **Tomas Lorenc**, Harry the Hirer

Congratulations and it looks like lunch rooms will never be the same again. GAME ON!

The need to know about Envirocore:

It's incredibly stable and robust due the hexagonal built-in core and thick outer print-facing surfaces.

- Available in both 10 and 20mm thicknesses, with either a white or kraft print surface.
- This substrate can be printed on both sides on any UV Inkjet or HP R2000 Latex flatbed device.
- It is positioned economically and is a viable alternative to Foam Board, Foam PVC and expensive inverted corrugate boards.
- Has excellent lay flat printability, a versatile product and can be applied across a number of applications.
- Diverse application possibilities including hanging signage, exhibition stands, furniture builds, shop fittings, mounting applications and so much more.

Envirocore Board closes the loop from manufacture to end of life. The substrate can be placed in any paper/cardboard recycling bin making it easier for users to dispose of responsibly.

As a key distributor to the signage market, Ball & Doggett continues with it's core service value - *making it easy for our customers*, together with our local manufacturing supply chain we can offer fast ex-stock turn-around time.

For additional information about Envirocore Board or other signage material from Ball & Doggett please contact us on: 1300 024 749 or visit our website at: <https://bit.ly/3Q5EkjB>



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