

Sustainability

At Black Rainbow we take huge pride in our industry leading environmental standards. Since we first opened in 1987 we have implemented the most sustainable practices possible in everything we do.

We'll be the first to admit, not everything we do is 100% sustainable. We live in a fossil fuel reliant world and sometimes it's impossible to avoid. What we can do is offer our customers the highest environmental printing standards available with today's resources. We're always on the lookout for ways to improve our methods and tread a little lighter on the earth.

Papers

Did you know that a large portion of paper available on the Australian market is derived from clear-felling the old growth forests in Scandinavia, Russia and North America, the rainforests of the Amazon and South East Asia and our own native forests in Australia? That's why 100% post-consumer recycled paper is the most sustainable print choice. We specialise in the use of 100% post-consumer recycled paper. View our standard stocks on the next page.



TREES USED

- Virgin pulp: **3,048 tonnes**
- Recycled: **None**

**Recycled uses
100% less trees**



TOTAL ENERGY

- Virgin pulp: **38 million BTUs**
- Recycled: **14 million BTUs**

**Recycled uses
63% less energy**



GREENHOUSE GASES

- Virgin pulp: **2580kg Co2**
- Recycled: **1147kg Co2**

**Recycled emits
56% less Co2**



WATER WASTE

- Virgin pulp: **86,715 litres**
- Recycled: **36,640 litres**

**Recycled uses
58% less water**



SOLID WASTE

- Virgin pulp: **1033kg**
- Recycled: **182kg**

**Recycled
produces 82%
less waste**



ecoStar Silk Coated

100% post-consumer recycled and biodegradable

A bright white carbon neutral paper with a smooth coated silk finish. ecoStar Silk Coated is manufactured from 100% post-consumer recycled paper in a process chlorine free environment under the ISO 14001 environmental management system.

Available in: 130, 150, 250, 300, 350gsm



ecoStar Silk Coated



ecoStar Offset Uncoated

100% post-consumer recycled and biodegradable

A bright white carbon neutral uncoated paper. ecoStar Offset uncoated is manufacture from 100% post-consumer recycled paper in a process chlorine free environment under the ISO 14001 environmental management system.

Available in: 100, 120, 140, 200, 250, 300, 350gsm



ecoStar Offset



Botany

100% post-consumer recycled and biodegradable

An Australian made, non-bleached, chlorine free paper with a natural raw look.

Available in: 115, 150, 230, 350gsm



Botany



Eco Adhesive Stickers

Our adhesive labels are Forest Stewardship Council (FSC) certified and manufactured in an environment that is ISO 14001 **Environmental Management System** accredited.

These labels are comprised of three components, a face sheet (that's the actual sticker), liner (the material you peel the sticker from) and the adhesive (that makes sure your labels stick). The face sheet (made from FSC certified paper) and liner (made from glassine) are **100% biodegradable**.

The Adhesive is **water based and water soluble**, has undergone Toxicological Risk Assessment (TRA) with complete toxicological analysis stating it is **non-toxic**. The adhesive complies with regulation EN 13428 which states 'packaging should not have in its composition any substance classified as hazardous to the environment, and if present it must be less than 0.1%'.

Although these labels cannot be strictly classified as compostable due to the time frame in which they break down, our own tests have found they do biodegrade in composting settings. We believe our eco labels are the most **environmentally responsible** label available on the Australian market.



Inks

Digital Print

Digital Printing is a cost effective, low waste solution for small run print jobs.

Our digital printing machines use non-toxic Simitri HD Dry toner. Unlike standard toners, Simitri HD is made up partly of biomass. Biomass is a renewable organic resource made up of biological materials that exclude fossil fuels and generates considerably less CO₂ than conventional toner. This product features a core-shell configuration comprised of a thin outer layer of hard resin wrapped around a soft core of inner resin, to enable fusing at a lower temperature while also offering the thermostability required for high-speed printing.

This toner is smaller than conventional toner and fuses at a much lower temperature, significantly reducing energy consumption. The process of creating Simitri HD toner reduces carbon dioxide, nitrogen oxide and sulfuric oxide emissions by 33% compared to standard toners.

The Simitri HD Toner used at Black Rainbow is regarded as the most environmentally responsible dry toner for digital machines on the market.

Offset Printing

For larger runs our offset machines utilise vegetable-based inks. The base liquid for this ink is made from a variety of vegetable oils such as corn, walnut, coconut, linseed, canola and soybean. Unlike petroleum-based ink for offset printing, our vegetable-based oils are a renewable resource and do not require harsh solvents for press cleaning.



Solar Power

At Black Rainbow, we offset our energy consumption by supplying the power grid with solar energy harvested from panels on the roof of our operation. Therefore all our appliances, from our presses and computers to guillotines essentially run on clean and renewable energy.



Recycling and waste management

All unused paper at Black Rainbow is recycled so it can be turned into brand new recycled paper and used again and again. Our toner cartridges are made from 50% recycled plastic and are reused and recycled.

Water

At Black Rainbow our production uses almost no water. All water used, from press and premises cleaning, to our staff's drinking water is harvested on site and stored in our rain water tanks.

