

# Sustainable Design and Manufacturing

The 3 way approach



# The 3 way approach

## Commitment to Sustainable Design and Manufacturing

**ecologia<sup>®</sup> - World's First  
Carbon Neutral Plastic Sheet!**



***Sustainability Leadership Framework***



**DESIGN FOR  
SUSTAINABILITY**



# 1. Environmental Credentials: Sustainability Leadership Framework Signatory

- Megara is the latest signatory to the **Plastic and Chemicals Industry Association (PACIA) Sustainability Leadership Framework**

## The Industries Priority Areas and Goals



2.

## Environmental Credentials:

### Certified Carbon Neutral Polypropylene



**ecologia<sup>®</sup>**

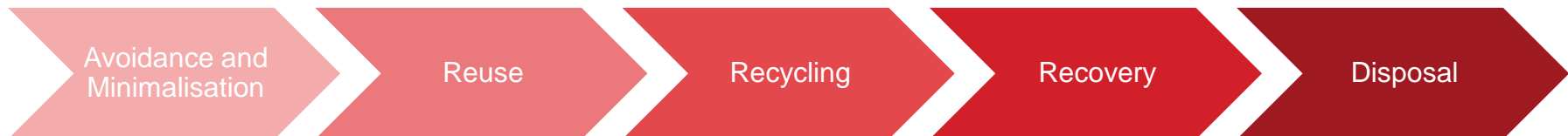
100% Recycled Polypropylene sheet

### 3. Environmental Credentials: D4S: Design for Sustainability

#### Triple bottom line Sustainability

D4S requires a balanced approach which considers the environmental benefits and impacts of the product along with its cost, function, performance, durability, availability and safety.

1. Social and Ethical progress – the products should be beneficial in use without generating any harmful side effects.
2. Economic Growth – the product should be technically and commercially feasible and preferably offer lower lifecycle costs to the consumer.
3. Ecological Benefit – the product should promote environmentally responsible behaviour while minimising impacts on the environment



### 3. Environmental Credentials:

## Megara Adopts the Principles of Design for Sustainability

- Manufactured from 100% RECYCLED Australian made polypropylene
- Only 1 material is used where possible
- Tight supply chain
- VOC free inks. Art “straight to plate” – less set up resources.
- Designed to be shipped flat
- Quick assembly
- No glue is required
- ALL other scrap from jobs is recycled again
- Light weight material
- Good lasting design - durable material
- Innovative aesthetic
- 100% RECYCLABLE

### 3. D4S: Design for Sustainability Example – Wolf Blass Glorifier



#### SYNERGY

BRAND, PRODUCT, AND POS WORK TOGETHER TO COMMUNICATE THE GREEN MESSAGE WITHOUT “GREEN WASHING”

1. BRAND

2. PRODUCT  
REDUCES  
ENVIRONMENTAL  
IMPACT

3. POS DEVICE

MADE FROM CARBON NEUTRAL 100%  
RECYCLED AUSTRALIAN PP