



Sustainability Report

2023



When consumers consider **sustainability** of products as an expectation rather than an exception, how will your products and the materials that package and display them stack up?

(1) Simon and Kucher: <https://www.simon-kucher.com/en/blog/global-sustainability-study-what-role-do-consumers-play-sustainable-future>; (2) Accenture: <https://newsroom.accenture.com/news/more-than-half-of-consumers-would-pay-more-for-sustainable-products-designed-to-be-reused-or-recycled-accenture-survey-finds.htm>

There's growing consensus among consumers globally that retail needs to be more sustainable. As consumers raise their

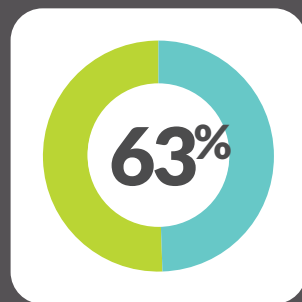
expectations of the eco-friendliness of products, how they are packaged and displayed will need more sustainable solutions as well. Across the retail industry, there's an opportunity to do better in how we bring attention to products in-store with displays. The question is not whether we can make a difference but rather how we can make it economically viable.

At InStore Design Display, we aim to do our part by partnering with our clients as they seek retail display and environment solutions that optimize their impact on profits, people, and the planet.

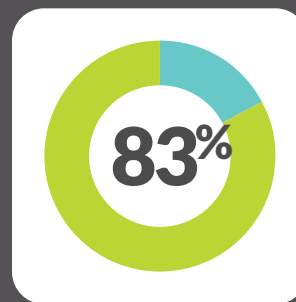
Global sustainability studies by Simon and Kuchar in 2021 and Accenture in 2019 provide insight into the evolution of the consumer mindset on retail sustainability.



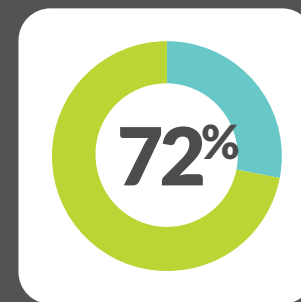
of consumers surveyed ranked "sustainability as a top 5 driver." (1)



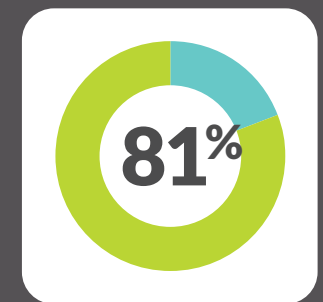
viewed "sustainability of consumer products as an important purchase criterion." (1)



believe it's important or extremely important for "companies to design products that are meant to be reused or recycled." (2)



of respondents said they're "currently buying more environmentally friendly products than they were five years ago." (2)



said "they expect to buy more environmentally friendly products over the next five years." (2)



*At IDD, sustainability considerations are built into our designs, recommendations, and how we manufacture, transport, and install retail displays and environments. **Why is this a priority for IDD?** Because it's good for IDD's and our clients' businesses, our people, and our planet.*



DESIGN

Our design process considers all the ways we can deliver a more sustainable solution: one that optimizes manufacturing and transportation efficiencies, improves recyclability, considers the longevity of the display, and ultimately saves money for our clients while preventing unnecessary carbon emissions. Sometimes tweaking the size of the display so it can be shipped in a smaller container can save thousands of dollars in shipping costs and prevent thousands of pounds of carbon emissions.



MATERIALS

We offer a broad range of material options that can be recycled when the display reaches the end of its usefulness including corrugate, plastics, paper, metal, and wood. We can source plastics with recycled content. Paper, corrugate, and wood materials can also be sourced with recycled content and from sustainable farming practices. Available recycled materials include:

- Recycled PETG
- Eco-Friendly Recycled Acrylic
- 30%-100% Recycled Corrugated



PRINTING

The type of ink used to print graphics on corrugate or cardstock can affect the display's recyclability. We offer and recommend VOC-free inks to keep our displays recyclable.



MANUFACTURING

We continually seek ways to reuse scrap material, reduce material use, and minimize manufacturing waste.

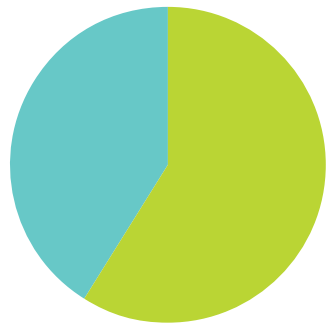


ENERGY USE

To reduce the carbon footprint of our 80,000 square foot facility, LED lights and skylights illuminate the warehouse and motion sensors reduce energy usage when light is not needed.



We know even small efforts count and there's more we can do to design, manufacture, and deliver retail displays and environments that are good for profit, people, and the planet.



2020-2023
POUNDS OF MATERIALS RECYCLED

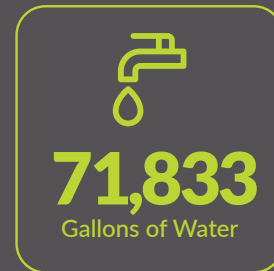
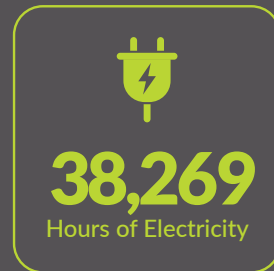
- Paper 91,694
- Plastic 131,913

IN-HOUSE RECYCLING

Our in-house recycling program provides a second life for manufacturing waste materials. Acrylic, plastic, and paper are our most recycled materials. Since 2020, IDD has recycled more than **223,606 pounds of materials**. With just our mixed paper recycling effort, we have saved **238 trees, 4,706 gallons of oil, 38,269 hours of electricity, and 71,833 gallons of water** over the last four years.

We know even small efforts count and there's more we can do to design, manufacture, and deliver retail displays and environments that are good for profit, people, and the planet. Team IDD stands ready to apply our ingenuity to make the displays that bring attention to our clients' products in-store more sustainable.

Recycling 223,606 pounds of materials is equivalent to saving:



39 gas powered passenger vehicles driven for one year

2,931 carbon sequestered by # tree seedlings grown for 10 years

211 carbon sequestered by # Acres of U.S. Forests in one year



When sustainability considerations are something you want in your retail displays and environments, let's chat about how we can bring that into what we design, manufacture, and deliver for you.



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