

# CREATE KILLER IDEAS

## NOT KILLER ADS

With PIXIO, you now have the option of printing your billboard advertising on safer, chlorine-free Polyethylene (PE) instead of traditional PVC - at no extra cost. Apart from not involving any toxic compounds like mercury in its production, PE also has a smaller carbon footprint and is easier to recycle. Choose PE, and change the world with your advertising today.

**PIXIO**

[www.pixio.my](http://www.pixio.my)

## PE billboards - an environmentally sound choice for print production

PE is a 100% recyclable polyethylene substrate for billboards. Durable and non toxic, PE creates deep saturated colors for the most demanding advertisers in an environmentally responsible manner - and at the same cost as PVC flex billboards. Not only can the entire mass of PE be melted down and recycled with resulting plastic materials available for use in a wide range of products, but billboard companies can arrange to have PE collected for recycling after it's use anywhere in Malaysia.

### What is Polyethylene?

Polyethylene is the most commonly used plastic in the world. It's non-toxic, commonly recycled and used in everyday items such as green shopping bags, soda/water bottles, food wraps, and even as a base component in chewing gum

### PE - The non-PVC alternative

Each year the Malaysian outdoor advertising industry uses approximately 12 million square feet of PVC or "Vinyl" billboard flex. PVC billboard flex is typically made of polyester fiber core and PVC fiber surface. The PVC (resin and plasticizer) contributes about 80% of the weight of the product.

Many leading corporations and organizations have publicly committed to reduce their use of PVC materials when practical alternatives exist. Businesses that are adopting non-PVC alternatives are a cross-section of global enterprise including influential brands such as: H&M, Adidas, Nike, Victoria Secret BMW, Daimler-Benz, Honda, Nissan, Toyota, Volkswagen, Apple, Samsung, Ikea, Lego, and many others

## PE billboards - is your billboard campaign as green as it can be?

The carbon footprint of an PE billboard is 60% less than a standard PVC flex billboard

PE is a Totally Chlorine Free (TCF) product. There is no chlorine in PE and no chlorine is used in making PE. In contrast, the production of PVC is the largest single user of chlorine, and PVC is almost 60% chlorine (by weight).

PE is made from 100% recyclable polyethylene (PE) plastic and is easily recycled. PVC flex ends up in landfills.

Many environmental organizations recommend PE plastic as an excellent alternative to PVC.

PE is extremely strong but very light. A typical PE billboard size 60' x 40' weighs 27kg compared to 95kg for a PVC flex billboard

PE billboards look spectacular and are produced with seamless print surface up to 15 feet wide. PE billboards are available at the same cost as PVC flex billboards so there is no cost of change.

PE is endorsed by and being used significantly by leading outdoor companies and many leading advertisers and agencies.

