

OUR APPROACH TO

Sustainable Exhibition Design
AND BUSINESS PRACTICE



Sustainable Design Philosophy

In the world of exhibition design, sustainability is no longer just a trend, it is a necessity.

The ExpoGuys approach to exhibition design, production and execution is engrained in recycling and striving to reduce its *carbon footprint* by maximising material *reuse*.

Our Corporate Social Responsibility includes:

Reusable inventory:

- Exhibition stand material
- Furniture
- Carpeting
- Flooring
- Graphics - Fabric prints
- Electrical equipment
- Audio visual equipment

Permanent sustainable production methods:

- Solar energy
- Rainwater catchment units
- Active recycling initiatives



Reflecting Everyday Sustainability

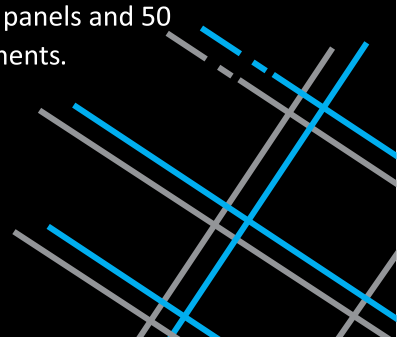
Sustainability is ingrained in the ExpoGuys culture and goes beyond the delivery of eco-friendly exhibition requirements.

Our vision is to substantially reduce our *carbon footprint* by having implemented the following measures.

1. Solar Energy

Our factory is now powered by solar energy thereby drastically reducing our dependency on fossil fuels.

The three-phase industrial system with high voltage, features 90 rooftop solar panels and 50 KWh batteries - all expandable to meet the company's future energy requirements.



With solar power as our primary energy source, we are able to harness up to 50 KVa of clean energy, significantly reducing our environmental impact.

Furthermore, excess energy is stored for use on overcast days and at night.

Redundancy plan:

- a. Solar power
- b. Battery back-up to solar
- c. Eskom
- d. Diesel/generator as a last resort

Research has shown that the *carbon footprint* of rooftop solar panels is roughly 12 times less than the footprint emitted by natural gas and 20 times less than coal.



2. Promotion of material lifecycle management

We encourage and enlighten our clients on the option of using the *reusable* version of stands.

We drastically reduce our *carbon footprint* by our daily *reuse* of materials on all our projects.

Water usage is monitored on a daily basis.

ExpoGuys promotes the use of fabric banner graphics, printed in-house, for repeated use on our stands.

We offer our organiser clients the option of handing out carry bags, made from recycling fabric banners that come from previous exhibitions.



3. Rainwater Collection:

Two 10 000L JoJo's collect rainwater which is used to fulfil all of our grey water requirements, thereby reducing our treated water consumption and alleviating some of the pressure on our already strained water treatment plants, and more importantly helping to conserve an extremely important natural resource.



3. Inhouse Nursery

By introducing our own inhouse nursery we can manage our usage and demand for plants and centrepieces as well as delivery, thereby reducing carbon emissions that arise with delivery and collection from outsourced suppliers.

We also make use of our artificial plants, as its multiple use makes it very eco-friendly.



Active Sustainable Actions Implemented by ExpoGuys

Electricity supply independence.

Major implementation in the use of *reusable* materials and furniture etc.

Recycling of end-of-lifespan materials, especially aluminium and PST panels, as well as offcuts. These are used in the manufacture of new products.

The use of only LED lighting on our stands.

Proper logistical planning in the use of our transport fleet, to prevent unnecessary trips and bigger vehicles used than necessary.

The wrapping of furniture, etc in discarded fabric banners. We also use the coated backing paper coming off the vinyl rolls.

Conclusion

Our commitment to our industry leaders and clients is to participate in our *Net Zero Carbon* journey, a goal that can only be achieved by working together as an industry to reduce our *carbon footprint*.

About ExpoGuys

ExpoGuys, based in Johannesburg and Cape Town, is a vibrant company specialising in dynamic, yet functional exhibition stands, displays, activations, events, retail environments and commercial interiors. We proudly offer tailored turnkey solutions for exhibitors, across any market, with a focus on meeting all the client's objectives and budgets. ExpoGuys collaborate closely with clients making sure to bring their vision to life.

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