

**HOUSE  
of FLAGS**

# ECO RANGE

*Proud Suppliers of*



House of Flags' new ECO Range aims to provide our customers with environmentally friendly promotional display solutions. We have listened to our customer demands to create a range of display materials and products that are all fully recyclable and environmentally friendly.

We have invested and developed our ECO range with the aim of becoming more sustainable and reduce our impact on the environment. Alongside our ECO range we have invested in new machinery and equipment to reduce wastage and become more efficient. We are able to offer a recycling scheme, with the ability to recycle PVC. This is one of the first recycling schemes with the ability to recycle old PVC banners.

All of our ECO range products meet our high standards and quality expected from our customers. We can offer bespoke promotional display solutions which are more environmentally friendly, whilst still being high quality and effective.

As part of our continuous policy to improve our sustainability and reduce our carbon footprint we are always investigating more 'green' product options, with the aim of introducing more ECO materials and products.



- 01. Enhance Air - Pollution Eating Coating
- 02. Recycling Service
- 03. Eco Friendly Materials
- 04. Eco Friendly Hand Waving Flags
- 05. Eco Friendly Bunting

FLAGS TREATED WITH ENHANCE AIR



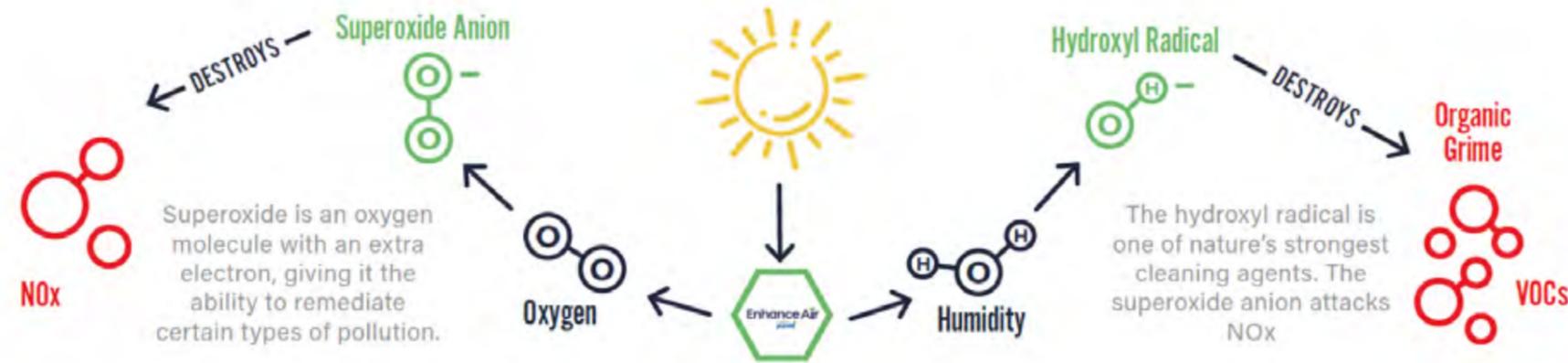
**OUR GAME CHANGING NEW POLLUTANT EATING COATING WHICH WE CAN APPLY TO YOUR FLAGS, BANNERS, SIGNAGE AND DISPLAY PRODUCTS!**

EnhanceAir®, Powered by PURETi™ Light-activated coating that destroys air pollution.

When applied to outdoor advertising media, EnhanceAir turns any treated material into an air purifying surface that not only enhances human health, but contributes to the fight against global warming.

The coating is transparent and does not impact the appearance or durability of the ad itself.

- Typically applied as the last step in the printing process.
- No changes are required in the installation process.
- It does not affect the recyclability of the material.



When UVA light energy activates the coating, it starts a chemical process that turns nearby oxygen and water vapor into two powerful cleaning agents (OH-\* and O2-\*)

- These two cleaning agents convert pollutants into harmless minerals and gasses.
- The active mineral is a catalyst, so it is not consumed in the process. It continues to work as long as it is on the surface and has access to humidity and light.
- The process happens only at the surface and repeats constantly to clean the surface and the air that comes in contact with it.

EnhanceAir fights climate change and improves human health by destroying NOx and other pollutants. It helps lower the greenhouse gas footprint, but not the carbon footprint.



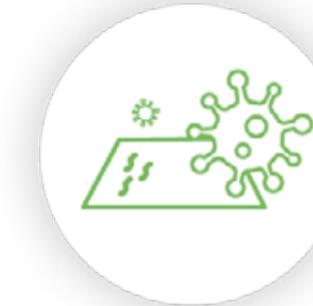
**NOx**

Both harmful to human health and an indirect greenhouse gas



**Volatile Organic Compounds**

Contributes to smog and many are toxic to humans



**Organic Surface Grime**

The stuff that makes your ads dirty!

Using a test based on the ISO 22197-1 standard, we pass a fixed amount of NOx across a treated surface where the air is in contact with the surface for only 1 second on average before being replaced by new polluted air at the same concentration. The concentration of NOx is measured as it exits the chamber.

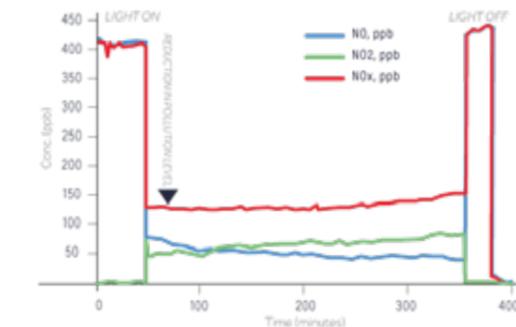
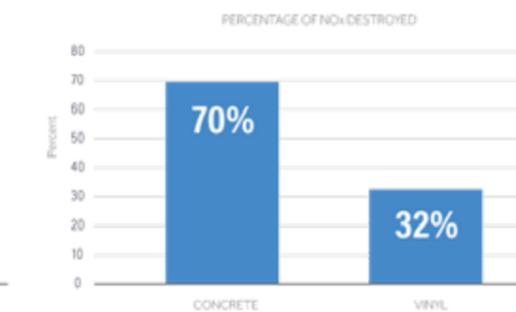


Figure 3 - Trace of NO/NO2/NOx concentration during the ISO test for sample PURETi Coating



Validated real world results in the EU's iSCAPE project (Improving the Smart Control of Air Pollution in Europe)



Proud to be a NASA Dual Use Technology Partner



We have the ability to offer a recycling service for our customers. At our head office we can take back old products, including flags, banners and hardware in order to dispose of the waste sustainably.

Flags and banners sent back to us will be stripped so that we ensure all recyclable components are recycled.

We have the following responsible disposable facilities:

- Cardboard
- Metal
- Material & PVC



### ECO KNITTED POLYESTER

Our Eco Knitted Polyester is produced with 100% recycled waste. Approximately 2 bottles have been recycled to make every 1m<sup>2</sup> of fabric. Our Eco Knitted Polyester is also 100% recyclable making it one of the most environmentally friendly display materials currently available.

Our Eco Knitted Polyester is ideal for using for a wide range of products including flags and banners. We can print vivid colours and crisp designs, making sure your promotional messages and branding stand out. Our Eco Knitted Polyester will provide you with an impressive looking display that is environmentally sustainable.



Approx 2 bottles every m<sup>2</sup>



Made with 100% Recycled Waste & 100% Recyclable



1 tonne of recycled bottles = 2.29 tonnes of CO<sup>2</sup> saved

### ECO BANNER

Our Eco Banners are PVC free, making them fully recyclable. Despite being half the weight of our standard PVC, our ECO Banner is equally as strong. Making it durable and effective.

When producing our ECO Banner it uses a 50% smaller carbon footprint than our standard PVC. This makes it one of the most environmentally friendly PVC alternatives currently available.

Our PVC free ECO Banner is ideal for companies wanting to become more environmentally sustainable. This material allows you to show off your brand and promotional messages, whilst reducing your carbon footprint and become more environmentally friendly.



100% Recyclable



50% smaller carbon footprint than standard PVC

**Use with our ECO Knitted Polyester for a fully recyclable and environmentally friendly promotional display!**

Our ECO Hand Waving Flags are made with a fully recyclable. The sticks are made party from FSC certified recycled paper. This makes them ideal for using at large scale events and celebrations, reducing the impact on the environment and the need for one time use plastics.

We can produce our ECO Hand Waving Flags using our ECO Knitted Polyester. This material is made from 100% recycled waste, with approximately 2 bottles used for every square meter of material produced. Using our ECO Hand Waving Flags helps you to show off your brand and promotional messages in a more environmentally sustainable way.



100% Recyclable



Partly made with Recycled Paper



Paper Hand Waving Stick



Plastic Hand Waving Stick



**Stick lengths available:**

- 25cm  
*Ideal for 15cm x 21cm flag*
- 40cm  
*Ideal for 20cm x 30cm flag*
- 60cm  
*Ideal for 30cm x 45cm flag*
- 80cm  
*Ideal for 40cm x 60cm flag*



Compostable Cotton Webbing

We have a range of choices for our ECO bunting, all of which are produced using unbleached cotton webbing tape.

- Natural cotton webbing will rot down when composted
- Cotton is unbleached, so no harmful chemicals are used during manufacturing

***Pennants can be produced from the following:***

- ECO Knitted Polyester - made from 100% recycled waste, ideal for internal and external use
- Internal Card - our standard bunting card, this is uncoated so can be recycled, ideal for internal use only.
- Biodegradable Synthetic Paper - This is a biodegradable alternative to our standard synthetic paper, ideal for internal and external use.





FOR MORE INFORMATION ON ANY OF OUR ECO PRODUCTS OR OUR PROFESSIONAL INSTALLATION SERVICE, PLEASE DON'T HESITATE TO CONTACT US.

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