

# F R E E M A N

## **FREEMAN'S GREEN PRACTICES**

*(as of September 2007)*

Freeman is committed to seeking ways to produce more environmentally-friendly events, and also actively participates in "green" practices within their own day-to-day operations. In addition, specific show managers have partnered with Freeman in making their events more eco-friendly. In these specific cases, Freeman has provided innovative ideas and optional production materials and techniques that can be offered on a limited basis, with great success.

### **IN OUR OFFICE ENVIRONMENTS**

#### **RECYCLING USED PRODUCTS**

Through our national vendor partners, we have arranged for the responsible recycling of many of our office and business-related products across the country, including:

- Paper
- Toner cartridges
- Printers
- Computers
- Cell Phones
- Copier machines
- Glass, aluminum cans and plastic (where service is available)

#### **PURCHASING RECYCLED PRODUCTS**

Through national agreements with vendor partners, Freeman currently purchases over 200 different types of office supplies and other building supply materials that contain a minimum of 10% Post Consumer Recycled Content, or are classified as re-manufactured, non-toxic, and/or biodegradable. Some of the wide ranges of these products include:

- Copier and printer paper
- Office file folders
- Paper pads
- Shipping materials
- Envelopes
- Drinking cups and other break room supplies

#### **ENERGY EFFICIENCIES**

In addition, we seek out green practices in new lease negotiations with building management, including recycling programs and energy-efficient construction and operations. For example, Freeman's corporate office recently moved into a facility with features such as climate-controlled window tinting and motion-sensor lighting fixtures throughout to minimize use of electricity; energy-efficient plumbing fixtures throughout the facility; and eco-friendly recycling practices in food preparation and waste reduction by the building's restaurant vendor (at Freeman's request).

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## **PRODUCTION OF EVENTS EXHIBITOR SERVICE MANUALS**

- One of Freeman's largest inventories of printed materials, both 4-color and black and white, is due to the production of exhibitor service manuals. Continued enhancement of our online exhibitor services product, Freeman OnLine®, as well as increased customer acceptance of online service ordering, has resulted in its usage doubling each year for the past three years. Freeman strongly encourages show managers to provide show service ordering through Freeman OnLine® in lieu of printed paper service manuals, which greatly reduces the amount of paper and plastic products necessary to produce events.

## **CARPET**

- Freeman has created a unique partnership, resulting in the recycling of over 2 million yards of used aisle carpet in the first year. This very successful innovative industry program recycles the used carpet into drainage pipe for septic systems, dramatically reducing land-fill waste, and assuring show managers that the massive quantities of carpet used at their events is 100% recyclable.

In addition, existing carpet recycling practices continue with higher-end custom carpet being recycled into use in residential applications, as well as for the manufacture of pet-related products.

## **FURNISHINGS**

- Freeman offers exhibitors the option of a cardboard-style wastebasket made of recycled natural products, instead of plastic wastebaskets. In addition, experimentation continues to find a suitable biodegradable product for table top covers and wastebasket liners, in lieu of plastic.

## **ALUMINUM SYSTEM EQUIPMENT**

- Freeman uses modular structural systems made of recycled aluminum, which can then be recycled and extruded back into new components after use if it is in its natural finish. Freeman has also recently found a recycler that can process this aluminum once it has been powder-coated (for color), and they in turn can recycle that aluminum for other uses. The volume of aluminum that is recycled into new components each year is well over 500,000 pounds.

## **FABRICATION FACILITY RECYCLING**

- Freeman's central fabrication facility not only recycles aluminum exhibit components, but also recycles all steel metal waste components used in the construction of custom exhibits and other marketing environments.

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## GRAPHICS PRODUCTION

- By producing graphics artwork on a special opaque material, they can be mounted on a substrate (such as PVC panel units) that has been used previously, which greatly reduces the amount of waste. In addition, Freeman is seeking to reduce the use of one-time substrate materials such as foam core overall in favor of re-useable materials.
- Freeman actively encourages show management to utilize graphics designs for public show areas that are more generic or “updatable” in nature, so that the graphics panels can be stored and re-used from show to show. This can apply to a large amount of graphics design areas if considered in advance, including registration, aisle signs, offices, special show management exhibit areas, etc., and can effectively support the event’s brand identity while greatly reducing waste after the event.
- At this time, Freeman is actively encouraging national manufacturers of large-format graphics production machines to develop eco-solvent ink products for future use. We are currently providing support for one of the largest such manufacturers in a beta-test program using experimental “green” solvent inks.
- As of May, 2007, Freeman has also identified a recycler that can accept and recycle the large-format graphics printing machine ink cartridges, and is testing their ability to recycle these in large volumes. The initial test shipment of these large, 10” long cartridges included over 1,500 in number, and if successful, thousands more can be recycled every year.

## VEHICLE EMISSIONS AT SHOWS

- While subject to local facility operating codes for vehicles, we are able to use over 70% LP natural gas (propane) fuel for forklifts, carts, and other vehicles as opposed to gasoline. The use of natural