



Application note

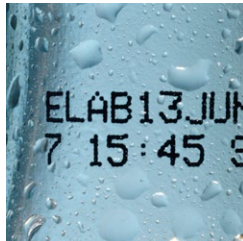


Sustainability

Sustainability considerations in marking and coding



Environmental sustainability is more than a growing trend, it is a way of conducting business that will become a competitive advantage for the best executors. Customers are asking for it, regulators are demanding it, and employees are expecting it.



Organizations across sectors, from consumer goods to pharmaceuticals, are exploring ways they can further reduce the environmental impact of their own operations while also reducing material impacts beyond their operational boundaries. One way to materially reduce environmental impact is through sustainable packaging strategies.

The challenge

From the perspective of marking and coding, there are two key considerations:

- With packaging materials and substrates evolving rapidly towards more sustainable options, which is the optimal solution that will help me meet my current and future coding needs in a sustainable manner?
- There are several marking and coding suppliers on the market. Which vendors have sustainability policies consistent with your organization's commitment?

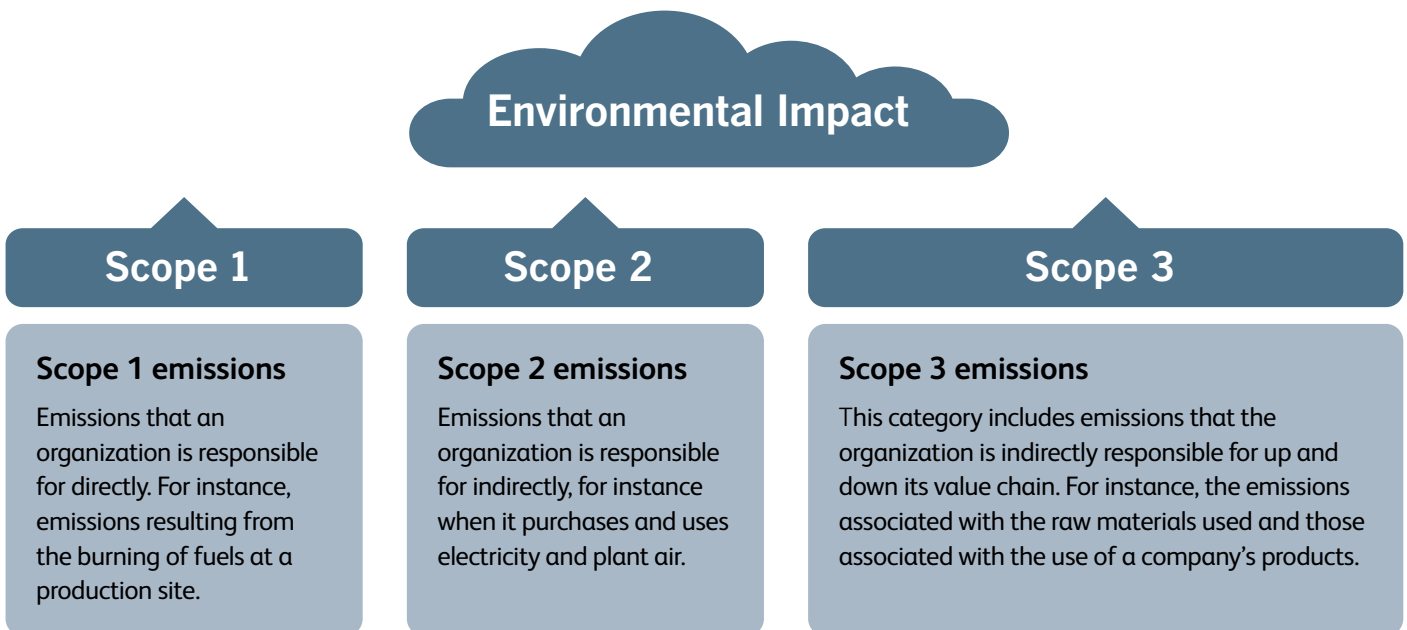
Finding the right marking and coding solution can become overwhelming. This document provides you with a framework to think through these considerations to help meet your production and sustainability objectives.

Understanding your environmental impact

Understanding the direct and indirect impact your business may have on the environment is critical to continuing business in a sustainable manner.



Your organization's environmental impacts can be classified as direct or indirect based on operational boundaries and organizational control. For instance, your carbon emissions can be categorized into Scope 1, 2 and 3 emissions as illustrated below.



Understanding your direct and indirect impacts for other environmental impacts such as waste, water and other emissions such as volatile organic compounds is a step on the journey towards sustainable operations.

In most cases, the printer on your production line will be a non-material contributor to your organization and facility's Scope 1, 2 and 3 emissions. However, your printer can unlock significant improvements in your company's environmental impact.

Videojet enabling your sustainability goals

Videojet printers can take you a step closer to your sustainability objectives by enabling you to:

1. Support your transition to sustainable packaging types and substrates

As your packaging shifts towards newer sustainable materials, we continue to innovate our product portfolio and provide you with support and expertise on the various coding and marking solutions available specific to these packaging materials. Common initiatives to improve package sustainability are reducing packaging weight, such as switching from glass to film, or switching to mono-material, to improve recyclability. Your product, region, available resources, and sustainability priorities are all factors that need to be assessed in determining what is most sustainable for your product packaging.

Whether you chose rPET, bioplastics, recyclable glass, aluminum, mono materials, or biomaterials, we can support you in finding the right technology to ensure the highest quality code is printed on your products and packaging.

2. Reduce downtime related production waste

Videojet has been the pioneer of uptime which correlates directly with sustainability. A dependable, easy to maintain printer, helps ensure lines remain running and waste from errors or downtime are minimized. This assists in lowering Scope 1 and 2 impacts for your organization. In addition to industry leading reliability, our printers are backed by advanced remote service capabilities and the largest technical support team in the industry.

3. Minimize printer environmental footprint

Our diverse portfolio of marking and coding solutions help you minimize your environmental footprint throughout the entire product's lifecycle, enabling you to meet your sustainability objectives. Whether your objective is to lower the energy consumption of your production line, reduce the waste associated with consumables such as inks and ribbons, or increase recyclability of your waste or reduce VOC emissions from your line, **we can help you understand the trade-offs and assist you in finding the right printing solution that minimizes your footprint.**



Removable continuous inkjet code on glass, enabling bottle reuse.



Increased uptime enabling efficient resource use.



Videojet cartridges are designed for recyclability.

At Videojet, we are committed to sustainability

When it comes to sustainability goals, organizations need to partner with other like-minded companies who are aligned with their sustainability commitments and values. At Videojet, we are committed to conducting our business with respect to the impact on people and our planet in everything we do. We drive sustainability through our people, product innovation, and environmental impact. This is true wherever we operate, including our facilities, customer sites, supply chain, communities, and environment.



People - *Helping People Reach Their Potential*

We strive to attract, develop, engage, and retain the best people to continually make Videojet a better place to work while ensuring a safe working environment for all.



Product Innovation - *Helping Solve Product Identification Challenges*

We place customers at the core of everything we do. We innovate to improve our products' uptime and reliability, enabling our customers to meet production and sustainability goals.



Environment - *Helping Reduce Our Environmental Impact*

We are committed to reducing our emissions, waste, and energy footprint by streamlining our global operations.



Bottom line:

Operating your business sustainability is here to stay. It is imperative that organizations incorporate sustainability considerations and understand the related trade-offs in selecting their marking and coding technology. It's easy to feel overwhelmed by all that needs to be done.

Let Videojet help you select the right printing solution to meet your production performance needs and your sustainability objectives. Contact your Videojet representative for more guidance.

Order supplies shop.videojet.com

Call **800-843-3610**

Email info@videojet.com

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