

Sustainable Signage – The What And Why



When it comes to designing and installing your business signs, you may not necessarily consider the environmental impact they have. While increased visibility, materials and colours that suit your brand and lighting that showcases your signs at all times can help your business, you may be negatively impacting the environment without realising it.

That's why understanding the impact your signs could be having on the environment, and what alternatives are available, is so important. That simple step could help you to reduce the negative impact they have on the environment and support your business at the same time.

The Environmental Impact Of Signage

In the eco-conscious market of today, it's important to understand the environmental impact of everything in your business. And believe us, everything in your business does have an effect, including your signage. It might seem strange, but really think about it.

Signage requires raw materials, energy and resources, all of which have their own effects. For example, for every ton of paper used, **17 trees are cut down**, 26,000 litres of water are used, and 264 kilograms of air pollution is released into the environment. And that's just the paper used. Each resource has its own set of stats like that, and some sign types use multiple resources to create the finished product.

To be clear, the right answer isn't always to just opt for the most eco-friendly choice, but being aware of the impact and making an educated decision is good practice as a business owner.

How Do We Make Signage More Sustainable?

Recycled materials: There is a fair amount of waste produced by even the more effective sign makers. But rather than just send their offcuts to landfills, many companies collect them and use as much of the material as they can. There is also the option of purchasing recycled materials to make signs with, reducing the environmental impact significantly.

Digitise: One of the most effective ways of lowering the environmental impact of signage is actually to digitise it. Print signage isn't the only option, and digital signage allows you to program dozens of digital images into a sign without needing to change the materials at all. The downside? It's incredibly expensive, and not suitable for many traditional sign applications. They also come with their own eco-concerns, like increased energy consumption and light pollution.

Hire an eco-friendly company: Working with a signage company that values the environment as much as you do is a great place to start. It might mean a little more research at first, but the environmental benefits can be massive. At Signwrite Studios, we do everything we can to be as sustainable as possible. That means we cut down waste as much as possible by ordering materials as we need them – so minimal offcuts. We use as much of our offcut material as possible, including using backing materials as packaging. Any offcuts from our vinyl signs that we can't use ourselves are donated to schools for use in craft projects, and all of our ink disposal is done through a permitted waste company. So you know that by working with us, you're making an environmentally friendly sign choice.





5 Reasons Sustainable Signage Matters

You might think that signage can't have much of an impact on your business, or your efforts to be more sustainable. But you would be wrong. Here are just 5 reasons why you should invest in sustainable signage:

It's Better for the Environment

Sometimes the answer really is as simple as 'it's the right thing to do'. Using recycled and other sustainable materials in your signage means that there's less waste going to landfills, and less energy spent on creating new materials. It's a simple change, but every little helps when it comes to making a cleaner world

for future generations.

It Promotes Social Accountability

Whether it's a company goal to be more socially accountable, or social responsibility is part of your business strategy, using sustainable signage will absolutely help you reach that goal. Not only that, but it gives you a chance to demonstrate that commitment. A few examples of companies who have taken social accountability to heart are [Pepsico](#), who are very transparent about their journey to create more sustainable packaging, and [The Ford Motor Company](#), who are taking accountability for their company's actions and openly committing to sustainability goals. Signage is just a small piece of the puzzle, but it works in tandem with your other sustainability efforts to showcase how much your business cares.

It's Just as Versatile

One of the big worries people have about choosing sustainable signage is that they will be limited. Whether it's using recycled or low-impact materials, companies are often worried they won't have as much freedom to showcase their branding and really achieve the results they want. Thankfully, this isn't true anymore. You'll find that sustainable signage solutions offer just as many options as traditional signage, but they come with the peace of mind that you're making an environmentally friendly decision.

It Sets an Example

Your business isn't an island. You're part of a community, and your actions may have more of an impact than you realise. Using sustainable signage or recycled materials sends a clear message to your employees and customers that you care about the environment, and are willing to take action. Lots of brands

talk a big game when it comes to sustainability, but very few are prepared to put their money where their mouth is. But consumers are savvier than ever before, and they care more about your company's carbon footprint and attitude too. So knowing that your company is using sustainable signage is a way to signal your values, and it might even be the reason a customer chooses you over a competitor.





Of course, there are more benefits to using sustainable signage, but we would probably be here all day! So if you want to know more about what sustainable signage is, and how you could implement it in your business, why not give us a call? At Signwrite Studios we're big advocates of sustainability wherever possible. Our job is to bring our customer's passions to life with unique signage, and if we can do that while saving resources and reducing our impact on the planet, why wouldn't we? To find out more about your sustainable signage options, or talk to one of our experts, [just get in touch with the team here.](#)