



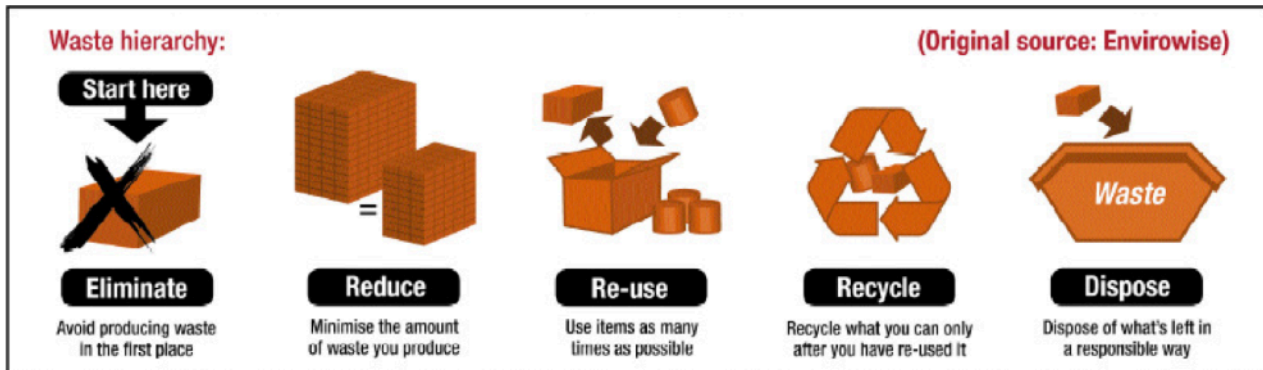
Insite Graphics
Waste Management Plan (WPM) 2024
1st April 2024 Issue 2

Contents

1. Introduction
2. Insite's Sustainable Business Model
3. Allocation Of Responsibility
4. Identification Of Waste
5. Management Of Waste and How It Is Disposed.
6. Communication Of The Plan and Training
7. Measuring Waste and Updating the WMP
8. Review Success, Lessons for the Future and Setting Targets

1. Introduction

Insite Graphics has built its Waste Management Plan around the fundamental principles of the Waste Hierarchy, namely to eliminate, reduce, re-use, recycle and as a last resort, dispose.



To this end, Insite Graphics has created a business model that centres on enabling our clients to use sustainable signage and venue branding to save both money and resources and the creation of a sustainable, plastic free event.

2. Insite Graphics' Sustainable Business Model - Plan and Prepare

Bearing in mind the Waste Hierarchy, Insite have designed their product ranges using materials that can be upcycled, recycled or converted into clean energy. These include eco friendly, printed fabric stand graphics and paper based or cardboard signage. These ranges have all been designed so that no solvents or heavy chemicals are required. This not only eliminates chemical waste but eradicates the production of any harmful waste such as pdf or timber dust, fumes or debris.

Hardware is mostly aluminium which Insite collect post event, store and then re-use as it is one of the most sustainable resources available.

Insite have designed a clean process of production that involves no toxic solvents and laminates, we also only use planet friendly, water based, Greenguard inks in all our printing processes. This ensures that no harmful VOC waste is released into the atmosphere and eradicates the need for wash down water solvents or chemical liquid waste discharge.

Insite have also heavily invested in energy efficient technology such as the M-Tex to cut down on waste and energy use.

Insite offer a free collect and recycle service to all customers after their event and offer clients an up-cycling alternative so that the product may be used again for a future event.

Insite Graphics Sustainable Business Model

The image shows a green brochure for Insite Graphics. At the top left is the Insite Graphics logo, a stylized 'G' made of two overlapping shapes. To its right is the text 'INSITE GRAPHICS'. Below this is the title 'SUSTAINABLE EXHIBITION GRAPHICS'. The main body of text describes 'Exhibition stand graphics that hold the 'green' kudos card. Tension fabric system, or as it's known in the industry, 'TFS'. Using print fabric that is created from clear plastic waste, printed with water based inks, collected by us after the event and then recycled to give clean energy.' It also states 'Printed fabric stand graphics provide the ideal solution for exhibition display as they can be stored for reuse, transported in small parcels and installed quickly and easily without the need for tools.' Below this is a section titled 'Our Sustainable Business Model' with a bulleted list of seven points. The background of the brochure features a faint image of a recycling plant with large green wheels.

INSITE GRAPHICS

SUSTAINABLE EXHIBITION GRAPHICS

Exhibition stand graphics that hold the 'green' kudos card. Tension fabric system, or as it's known in the industry, 'TFS'. Using print fabric that is created from clear plastic waste, printed with water based inks, collected by us after the event and then recycled to give clean energy.

Printed fabric stand graphics provide the ideal solution for exhibition display as they can be stored for reuse, transported in small parcels and installed quickly and easily without the need for tools.

Our Sustainable Business Model

- Insite Graphics products are light and compact for transport, and so require smaller, lighter, less polluting vehicles. All our city vans are Euro 6 ULEZ compliant
- Free standing signage & branding are quick and easy to build, so require less on-site resources
- Hardware (which is mostly aluminium) is reused again and again, making the most of this valuable mined resource
- Insite Graphics use a clean process, that doesn't involve glues, laminates, paints and solvents
- No harmful waste is created; no chemicals, MDF or timber dust, fumes or debris
- We are focusing on a business-model that centres on enabling our clients to use sustainable signage and venue branding to save both money and resources and a plastic free event

Other planning considerations.

Insite Graphics' design decisions make a significant contribution to preventing and reducing waste in the first place. For example: we purchase materials with less or returnable packaging and ensure that there is sufficient storage space for all our recycling products and recycling/green energy waste collection points.

Insite Graphics' always considers whether we can reuse any of the materials generated and has extensive areas of storage for such measures eg all our stand graphics are collected post event, dismantled and the aluminium frames stored ready for the next project.

Planning these steps in advance enable Insite Graphics to get the most out of all our materials and help prevent them becoming waste.

Savings are also made by carefully planning the materials we need for each project. We meticulously avoid over-ordering to save money and reduce waste. Materials that are pre-ordered are done to specification at the design stage to reduce waste created from off-cuts and reduce labour costs.

We are constantly researching and testing new recycled/recyclable materials and eco technologies that would provide still further ways of keeping costs and waste down thereby helping the environment. This recently led to the purchase of our Zund Cutting Machine that

enables us to develop recyclable paper based signage and exhibitor booth graphics, produced with high speed precision cutting and advanced software leading to optimised output and less waste per board.

We also invested in our Mtex Dye sublimation machine allowing us to develop fabric graphics for our signage, printed with water based ink which can be printed on to recycled clean plastic waste fabric. This machine also helps us to develop our unique one-piece Eco Fabtex Exhibitor Booth covering, that cuts costs and wastage.

Insite Graphics records all decisions made to minimise waste for each project, including design methods and materials to be used so that it can track development and target ambition.

This is included in all biannual sustainability meetings between the Owner and the Sustainability Mgr.

3. Allocation of responsibility for the WMP

All staff are responsible for the delivery of the waste management plan which is why it is included in our onboarding procedures, reviewed annually and sent to staff each year via email. Owner, Chris Berrisford is responsible for the WMP with Ryan Clifford, Installations Manager taking day to day responsibility for the smooth running of waste management including recycling and waste collections. We work closely with our waste management and recycling partner Grundon to ensure our targets are achieved and processes adhered to. Ryan Clifford/Chris Berrisford (Owner) are responsible for checking waste loads leaving our business to ensure they are divided correctly and that consignment notes are completed correctly. Collections are made as and when required. The office manager, Holly Keeping also has authority to request collections if required.

The WMP is reviewed annually by the Owner and Sustainability Manager.

4. Identification of waste

Insite Graphics Waste Management Plan 2022-2023

Type Of Waste	Action	Emptying Frequency	Executor
Plastic bottle	Place in Grundon recycling skip	As and when required	Grundon Waste Management
Paper & Cardboard	Place in Grundon cardboard recycling skip	As and when required.	Grundon Waste Management
Glass bottles Waste	Grundon Recycling Skip	As and when required	Grundon Waste Management
Offcuts Aluminium Frames	Returned to Spirit Displays who recycle it	As and when required	Installation Mgr
Fabric Cut Offs and material pieces	Grundon Incineration skip	Once a week	Grundon Waste Management
Printer cartridges and toners.	HP Cartridges returned to HP for recycling and Mimaki heads go to accredited waste pick up. Office Printer Xerox Toner returned to Redshank for recycling.	As and when required.	Print Shop Manager/Office Manager/ Owner
Batteries	Place in battery collection point on first floor	Once a month batteries are taken to local battery recycling point.	Office Manager/ Owner
Drinks Cans	Grundon Recycling Skip	As and when required	Grundon Waste Management
General packaging for office goods	Grundon Incineration Skip	When required	Grundon Waste Management
Plastic bottle	Grundon Recycling Skip	As and when required	Grundon Waste Management
Glass	Grundon Recycling Skip	As and when required	Grundon Waste Management
Cardboard	Grundon Recycling Skip	As and when required	Grundon Waste Management

All waste is divided into components and allocated collection points at our print store HQ. Please see the waste management table attached.

5. Management of waste and how it is disposed.

Following extensive research during the Covid lockdowns, the Insite Management team decided that the best option for recycling and disposing of all the types of waste was to work with Grundon who are now recycling partners. This partnership culminated in Insite successfully hitting their 2022 target of nil to landfill.

Staff are now trained in-house as to when and what sort of materials can be reused, recycled or disposed of via Grundon Clean Energy from waste incineration process. Please see attached information on all of Grundon Clean Energy credentials attached.

Working with Grundon, Insite can be sure that all recycled materials are tracked and registered and that waste is safely, legally and environmentally disposed of and recorded. Please note that the clean energy produced by Grundon through their award winning green incineration process is used for green energy for local communities.

No solvent wash down water is required for Insite Graphics as only eco-friendly materials and substances are used.

Grundon is responsible for all recycling and waste products apart from:-

Aluminium off-cuts which are returned to Spirit Displays for recycling

Printer Cartridges and toners which are returned to their relative resellers for recycling - see table above

Batteries which are collected in the battery collect store on the second floor of the print shop and taken to local recycling collection point by the Office Manger.

6. Communication of the plan and carry out training

Insite Graphics WMP is communicated to staff and stakeholders to let everyone know about it so that we can all work together on our mission of waste reduction. The WMP is kept in the main policy folder in the Print Shop, included in all inductions and circulated to staff on a yearly basis. It is also available for download on our website so that we can share it with clients, suppliers and partners.

We make sure that all workers have the right training and information to carry out their work according to the WMP.

Insite Graphics are currently developing a training programme to make sure everyone understands how to report waste and material use. The training should ensure that everyone is aware of the importance of asking for and recording the correct paperwork, receipts, destinations for materials etc.

All our employees are trained on the importance of not mixing wastes or contaminating skips. We have designated Grundon's skip areas and labelled skips clearly - recycle/incineration for clean energy.

We have a 'waste champion', Ryan Clifford, Installations Manager, who has the authority to make sure everyone sticks to the plan.

6) Measuring waste and updating WMP

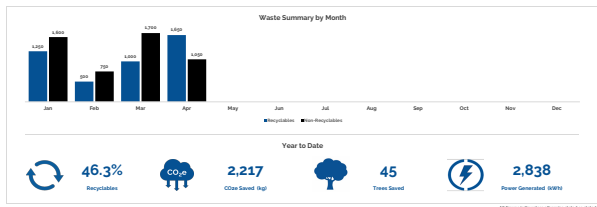
Grundon send Insite monthly reports on all our waste levels and the carbon offsetting they carry out on our behalf. Please see attached reports tracking 2023-2024 and 2022-2023 waste levels.

INSITE MARKETING SOLUTIONS LTD (WMC017487) - 0
 Waste Report for the 2022 Calendar Year - April 2023
 Report Date: Wednesday 2nd May 2023

Waste Produced	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Waste destined for EWF	1,599	359	1,709	1,539	-	-	-	-	-	-	-	-	4,905
Mixed Recyclables	1,599	359	1,699	1,539	-	-	-	-	-	-	-	-	4,905
Total	1,599	359	1,709	1,539	-	-	-	-	-	-	-	-	4,905

Waste Summary

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Recyclables	1,599	359	1,699	1,539	-	-	-	-	-	-	-	-	4,905
Non-Recyclables	1,599	359	1,699	1,539	-	-	-	-	-	-	-	-	4,905
Percentage Recyclables	49.9%	49.4%	49.4%	49.4%	-	-	-	-	-	-	-	-	49.4%
Trees Saved	13	5	17	17	-	-	-	-	-	-	-	-	45
CO2e Saved (kg)	60	25	97	97	-	-	-	-	-	-	-	-	289
CO2e Saved (kg)	491	258	762	447	-	-	-	-	-	-	-	-	1,958
Power Generated (kWh)	591	417	945	954	-	-	-	-	-	-	-	-	1,907

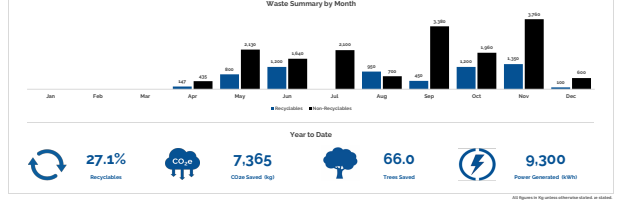


INSITE MARKETING SOLUTIONS LTD (WMC017487) - 0
 Waste Report for the 2022 Calendar Year - December 2022
 Report Date: Monday 12th June 2023

Waste Produced	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Waste destined for EWF	-	-	-	435	2,439	1,549	2,009	799	3,389	1,959	3,359	609	16,799
Mixed Recyclables	-	-	-	147	809	1,399	-	-	959	459	1,399	999	6,609
Total	-	-	-	582	3,248	2,948	2,009	799	4,348	2,358	4,358	1,608	23,408

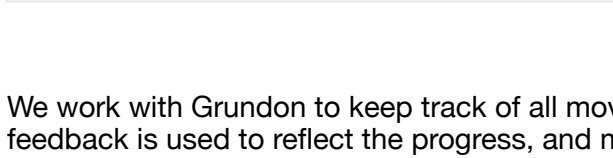
Waste Summary

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Recyclables	-	-	-	147	809	1,399	-	959	459	1,399	1,399	999	6,609
Non-Recyclables	-	-	-	435	2,439	1,549	2,009	799	2,959	1,559	2,359	609	16,799
Percentage Recyclables	-	-	-	25.3%	24.9%	47.5%	0.0%	119%	10.6%	59.7%	32.1%	64.1%	28.2%
Trees Saved	-	-	-	1.6	8.4	13.0	-	10.7	4.7	16.6	14.1	1.8	66.0
CO2e Saved (kg)	-	-	-	19	60	60	44	39	76	87	98	14	497
CO2e Saved (kg)	-	-	-	199	1,039	765	939	399	1,499	1,649	1,859	166	7,359
Power Generated (kWh)	-	-	-	241	1,369	913	1,459	599	1,849	1,959	2,599	334	9,309



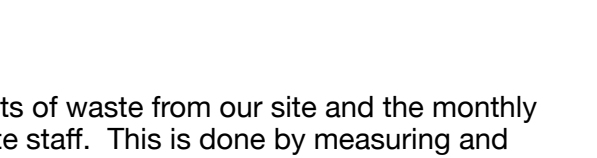
INSITE MARKETING SOLUTIONS LTD (WMC017487) - SUMMARY
 Waste Report for the 2022 Calendar Year - December 2022
 Report Date: Monday 12th June 2023

Waste Produced	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Waste destined for EWF	1,600	700	1,700	1,600	4,300	2,300	1,400	1,300	4,100	2,900	3,400	1,100	24,100
Mixed Recyclables	1,600	350	1,700	1,600	4,300	2,300	1,400	1,300	4,100	2,900	3,400	1,100	24,100
Total	1,600	1,050	3,400	3,200	8,600	4,600	2,800	2,600	8,200	5,800	6,800	2,200	48,200



INSITE MARKETING SOLUTIONS LTD (WMC017487) - SUMMARY
 Waste Report for the 2022 Calendar Year - April 2023
 Report Date: Monday 12th June 2023

Waste Produced	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Waste destined for EWF	100	800	1,100	1,800	-	-	-	-	-	-	-	-	3,700
Mixed Recyclables	100	700	1,100	1,800	-	-	-	-	-	-	-	-	3,700
Total	1,200	1,500	2,200	3,600	-	-	-	-	-	-	-	-	7,400



We work with Grundon to keep track of all movements of waste from our site and the monthly feedback is used to reflect the progress, and motivate staff. This is done by measuring and assessing the type and quantity of waste that is produced so that we can track our waste creation and make sure everything is going according to plan. Alternatively, the information can be used to empower Insite to make the necessary changes if required.

7) Review success, lessons for the future and setting targets.

Insite Graphics are making concerted efforts to recycle or reuse materials used in all our product ranges but we are aware that there is much more to be done in the future.

In 2022 Insite successfully reached our target of zero to landfill.

In 2023-26 we have set our target to reduce our waste to clean energy by a minimum of 5% per annum and increase our annual recycling totals by a minimum of 5%.

This means we are aiming for a total annual recyclable percentage of 70-75% from all our Grundon collections with a 30-35% clean energy percentage.

By 2030 we would hope to be approaching nil waste to clean energy (incineration) but realise this target would be a steep one. However, we are currently in discussions with our suppliers, DPM,

exploring new and exciting ways to recycle our fabric graphics that would mean an alternative to our current up-cycling and Grundon's clean energy from waste option. This would considerably improve our recycling values.

Signed

A handwritten signature in blue ink, appearing to be 'Chris Berrisford', written in a cursive style.

Chris Berrisford, Owner
Insite Graphics

Date 1 April 2024

Issue 2 - review to be undertaken 1 April 2025