

# Is Digital Signage a Green Strategy?



## What's Wrong with Print?

Traditional advertising and corporate messaging carry hidden environmental costs, undesirable for companies with initiatives in environmental leadership.

Production, distribution and eventual disposal of printed collateral such as posters, signs and Point of Purchase (POP) displays generates large carbon emissions and physical waste.

100% digital production and delivery of Digital Signage removes chemical pollution and carbon costs associated with printing. Unlike print, there's no waste water, air pollution or paper waste associated with Digital Signage. Transportation emissions and pollution are also eliminated with digital distribution. Furthermore, packaging waste incurred during transportation of traditional point of purchase materials is eliminated by adopting a digital signage strategy.

Finally when a campaign is finished, Digital Signage leaves is no physical waste. Unlike posters and disposable POP displays that require recycling or disposal, digital signage-enabled POP displays and signs can be indefinitely re-used with a quick update of the content.

## What about the hardware?

We can't speak for our competitors, but at TetrAD we do what can be environmentally responsible.

We make a conscious effort use only Energy Star products with environmental focus. Our displays use a maximum of 2W of stand-by power, and systems are configured to power down during off-hours. Our products follow green product rules such as RoHS and WEEE. Where suitable, we use products built with VOC-free plastics, which make hardware completely recyclable. We recover our hardware after end-of-life for responsible recycling, ensuring it's out of the waste stream.

Our latest initiative is to make TetrAD's operations 100% carbon-neutral through Native Energy, the official partner of Al Gore's Inconvenient Truth.

If you have additional questions about the green benefits of digital signage, contact us at [\(416\) 268 0230](tel:4162680230) or [info@tetraddigital.ca](mailto:info@tetraddigital.ca) to learn more.