



VISUAL | MEDIA | PRINT

Our Green Initiative

ICON is committed to implementing environmentally friendly programs in our daily operations and processes. We strive to be industry leaders when it comes to the proper disposal of waste and make it our goal to leave the smallest carbon footprint by applying the best programs at our workplace.

ICON is proud to take part in these green projects set forward by the Government of Ontario:

- Post Plastics Canada – Recycling for Industry
 - ICON is dedicated to recycling 100% of all plastics used in our facilities
 - All plastics collected are reprocessed into new products resulting in no waste streams
- PowerStream Save on Energy for Business
 - ICON proactively reduces annual electricity consumption

ICON will continue to make environmentally sound choices by:

- Proactively searching for newer green programs to take part in
- Updating our Green Initiative on a regular basis
- Actively finding eco-friendly printing processes and equipment:
 - We currently use Durst Rho Roll Inks in our printers – the only inks approved by the Nordic Swan environment standard by the Environmental Test Institute Nordic Ecolabel
- Replacing products with eco-friendly and more biodegradable material
- Upgrading our facilities to ensure that the most environmentally friendly technology is being used in everyday workplace practices:
 - We have transitioned away from solvent and chemical based inks and moved towards environmentally-friendly UV and latex inks
 - Using FSC® certified products and vegetable-based ink
- Reviewing recommendations of industry experts in regards to improving our Green Initiative
- Providing verified and audited carbon offset credits upon our clients request

All ICON employees participate in complying with the standards of all green projects. We have built policies and practices to focus on environmental management and continuous improvement which will allow ICON to embed environmental sustainability into our business.

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