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KUNSTDÜNGER®
innovation in visual communication

**KUNSTDÜNGER SRL IS DESIGN FACTORY, IDEA STUDIO AND MARKETPLACE
ON THE SOUTHERN SLOPES OF THE ALPS.**

our product range has grown from year to year, developing constantly. starting from new ideas we have come so far as to being a company selling over 3500 tri-dimensional high quality products for visual communication to more than 80 countries around the world. our range includes a wide set of panel fixing systems, displays for digital prints, brochure holders, crowd control systems as well as furnishing and signage systems for shops, showrooms and offices. all our products are realized with high quality materials, modern design and first class production procedures. even though we are an international company, we don't forget our origins and the place where we started from which is our region, south tyrol. we support sustainable development and we turn, whenever possible, to local suppliers.

WE CARE FOR OUR ENVIRONMENT
PRODUCED GREEN & SOCIAL

100% CARDBOARD 100% RECYCLABLE 100% MADE IN ITALY
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PATENT PENDING



GREENBOARDER®

the project

GREENBOARDER® is a joint project by the company KUNSTDÜNGER Ltd of christian walzl and adi linter together with the designer antonio lanzillo from milan. the partner for the technical realization is the social cooperative for people with disabilities "CLS cooperativa sociale lavoro e solidarietà" in italy.

A. WHAT IS THE ENTRY IS AND WHAT IS ITS INTENDED USE?

KUNSTDÜNGER presents GREENBOARDER®, its new product innovation in the field of mobile banner displays. GREENBOARDER® is a roll up display made of high-quality cardboard, fully recyclable, transportable and storable. GREENBOARDER® can be entirely used as a communication medium. base and banner of the mobile advertising display can be printed individually. our customers can use GREENBOARDER® during events and campaigns in their pos or in other locations to present their advertising message adequately and effectively. the convincing production quality, the complete personalizability and the quick set-up in 60 seconds respond to the requirements for a universally applicable and trendsetting advertising medium. GREENBOARDER® scores with low weight (about 2,5 kg), and can be used anywhere thanks to its practical and space-saving packaging. the quick set-up requires neither tools nor special craftsmanship.

B. HOW THE ENTRY IS MANUFACTURED AND DELIVERED TO CONSUMERS?

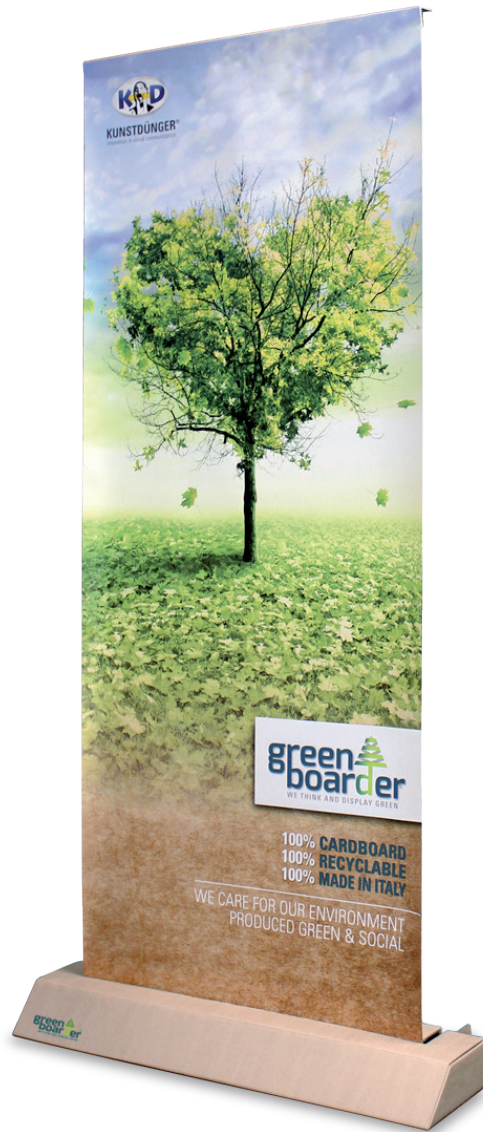
GREENBOARDER® is a roll up display that consists of different parts: the base made of cardboard to fix the banner, the banner that can be printed individually corresponding to the customers' requirements and the inter-joining poles made of cardboard to which the printed banner is attached. GREENBOARDER® is entirely made of high-quality cardboard, which makes this product 100% recyclable. the whole production as well as the print of the banner are based on environmentally friendly techniques and materials. for

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banner printing we use a durable aqueous printer, called latex printers, which promise high quality and durable output but without the harmful environmental characteristics of solvent inkjet. as banner paper we use HP PVC free eco wallpaper 175 gr/mq. the base made up of 100% FSC certified cardboard is printed with a new environmental friendly technology called water based inkjet printing. GREENBOARDER® is manufactured in the social cooperative for people with disabilities “CLS cooperativa sociale lavoro e solidarietà” in saronno, italy. the product is delivered by road from milan, italy to customers. because of its low weight and space saving packaging (1010*260*130) transport becomes easy and resource optimizing.

C. HOW THE ENTRY EXHIBITS EXCELLENCE IN SUSTAINABILITY AND ENVIRONMENTAL RESPONSIBILITY

GREENBOARDER® represents an excellent example for ecology, sustainability and environmental responsibility. the production of mobile advertising displays with extendable banner – roll up displays – was until now very questionable in view of environmental protection. wasteful use of resources, environmentally harmful co² emissions during production and transport as well as the open question of the problematic waste disposal were until now inadequately addressed topics when purchasing such an advertising medium. in the foreground were as so often the cheap production and the import from distant countries. these displays were produced in asian factories often under miserable working conditions and with no consideration for environmental norms with a high energy expenditure.

but inexpensive and environmentally friendly don't have to contradict each other. the latest development from KUNSTDÜNGER proves this. a 100% “green” roll up display created and manufactured entirely in italy – that is GREENBOARDER®. this advertising medium is especially characterized by its ecological way of production and its orientation to social responsibility. while conventional roll up displays were produced of aluminium, the company used cardboard as material for GREENBOARDER®, which makes the product more flexible, practical and also environmentally friendly. the production takes place completely in italy and is based on environmentally friendly techniques and materials. the special advantage shows itself when it comes to the disposal of the display. while the disposal of other bulky advertising material remains a problem, GREENBOARDER® is the green no-deposit roll up: after using the display, it can also be disposed of easily and quickly. everything according to the motto, which guides us in the development and elaboration of GREENBOARDER®: we think and display green.

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USP

GREENBOARDER

100% CARDBOARD

- the first roll up completely made of cardboard
- a lightweight display compared to others

100% GREEN

- with low emissions, ecological with a small CO2 footprint
- no PVC

100% MADE IN ITALY

- first european roll up: designed and produced in europe

100% DISPLAY

- can be completely customized with prints both on the base and banner
- easy delivery in functional boxes
- perfectly suitable for events and promotions

100% RECYCLABLE

- disposable and ecological roll up: smart way of exhibiting, easy to dispose of
- meets the requests of „green“ printing suppliers, for prints realized with environmentally friendly inks and printers

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