



**ZERO-WASTE
PRINT SOLUTIONS
ONE STEP CLOSER TO
A GREENER BUSINESS**

 0800 10 99 88

www.brandstand.co.nz

Welcome to Brandstand



At Brandstand, we believe that advertising and sustainability can coexist. That's why we're proud to introduce ZERO, our innovative zero-waste print solution. With ZERO, businesses like yours can reduce environmental impact while delivering stunning visuals that enhance your brand message.



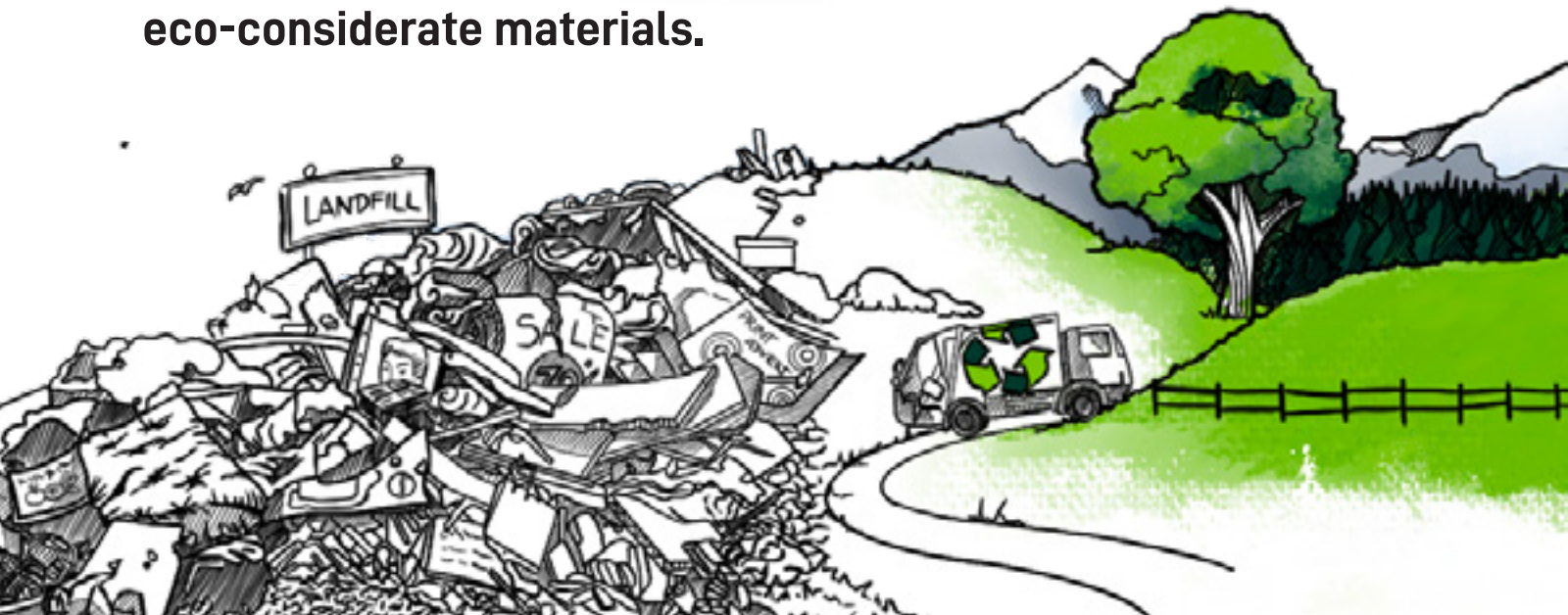
Did you know

PVC-based graphics, extensively utilised within the print industry, contribute significantly to environmental degradation. These materials often find their way into landfills, where they persist for decades due to their non-biodegradable nature. The production and disposal of PVC also release harmful toxins, exacerbating pollution and posing risks to both ecosystems and human health. Despite their widespread use, sustainable alternatives are available, emphasising the urgent need for the industry to transition towards eco-friendly solutions.

The Problem with PVC Print Media

How much signage does your business use each year? If it's PVC-based, chances are it's sitting in landfills, breaking down into harmful micro-plastics for centuries. Worse still, traditional PVC contains chemicals that damage both the environment and health.

Brandstand is leading the charge to change this narrative by offering print solutions that balance vibrant designs with eco-considerate materials.



ZERO-Waste Media with Maximum Impact



By choosing ZERO, you're not just advertising—you're advocating for a greener, more sustainable future.

Key Benefits of ZERO

- **100% PVC-Free** – A cleaner, safer choice for the planet.
- **Fully Recyclable** – From media to end caps, everything can be recycled locally in New Zealand.
- **Circular Economy** – ZERO turns end-of-life prints into reusable products like certified organic farm fence posts.
- **Support Sustainability Goals** – Achieve your commercial objectives while reducing landfill waste.



From Print to **Purpose**

ZERO has partnered with Future Post, turning recycled materials into premium fence posts that are BioGro-certified for organic farming. These posts are free from toxic substances, more durable than traditional alternatives, and even recyclable at the end of their lifecycle.

**Together, we're creating
a sustainable ecosystem
that benefits both your
brand and the planet.**



Unlimited Applications

ZERO is as versatile as it is environmentally responsible. Whether it's for short-term promotions or long-term decor, ZERO adapts seamlessly to a variety of surfaces.



Use Cases Include:

- **Retail & Commercial Spaces** – Short-term promotions and long-term decorations, with removable adhesives for damage-free removal.
- **Fridges & Furniture** – Branding on POS units using clear, removable adhesives for easy application and removal.
- **Lightboxes** – Backlit displays with vivid colour reproduction for maximum visual impact.
- **Trade Shows** – Durable solutions for banners, floor graphics, and tradestand displays.



Designed for Recycling

When the campaign ends, your ZERO print waste doesn't go to waste. You can either return the material to Brandstand or send it directly to ZERO's recycling facilities. The process is simple, transparent, and ensures that your media waste transforms into something meaningful.

Campaign Ends

Gather your ZERO material.



Recycling Process

Return it to us; we'll handle the rest.

New Value

The waste is transformed into sustainable, reusable products.

Take a Step Toward a Zero-Waste Future



Choosing ZERO isn't just a sustainable choice—it's a bold business decision that aligns with your values, builds your reputation, and appeals to an eco-conscious audience.

ZERO users aren't just businesses—they're leaders in creating lasting change.

Interested in Joining the ZERO Revolution?

Your brand can drive real change while delivering impactful advertising. Contact us today to learn more about ZERO's revolutionary print media solutions or to schedule a consultation tailored to your business needs.

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