

This initiative is driven by Downing Displays' broader, long-term goal of achieving sustainability; meeting the needs of the present without compromising the ability of future generations to meet their own needs. We embrace the concept of sustainability and aspire to balance economic and environmental interests.

We will supply the market with products that meet the demands of the environmentally conscious. We will continue to create products that are easily recycled, both in regards to its disposability and energy used to recycle it.

Our attention to quality focuses on the production of each product. A product that lasts longer will decrease the number of disposable products on the market and thereby reduce waste. We will reduce the impact caused by the necessary disposal of our products.

We are just beginning our dedicated pursuit to a greener future. There is much more to do and we are committed to continuous learning and improvement. Downing will focus on the things we can do together in partnership with our customers and suppliers, including waste reduction, energy conservation and supporting the community. Our commitment reflects a conscious dedication to innovation and improvement in everything we do.

Michael J. Scherer
CEO
Downing Displays

MATERIAL EFFICIENCY

Downing Displays considers sustainable material selection in the design process, fabrication and packaging. Whenever possible, we incorporate components using common recycled materials such as aluminum, fabrics, corrugated cardboard and wood products. Construction materials should help minimize waste, be safe and long lasting. Our design, engineering and procurement teams routinely search for eco-friendly materials, which have a practical application to the industry. Material efficiency ensures that the resources used to produce a Downing Displays product is put to good use.

ALUMINUM

Downing Displays chooses aluminum as a key component for our modular panel product line and our portable product lines. We choose aluminum for a number of reasons. It is lightweight, durable and versatile. In addition, aluminum has a low impact on the environment when recycled. According to the Aluminum Association, the aluminum recycling process saves 95% of the energy used to produce aluminum from bauxite ore, as well as natural resources. Because aluminum can be easily recycled, it has been able to reduce the amount of raw material needed to make the same product.

We prefer and select anodized aluminum over powder coated aluminum whenever possible. Anodized aluminum is more efficient to recycle. When powder coated aluminum is recycled, the powder coat burns off into toxic fumes and is worth less than mill finish or anodized aluminum. Mill finish or anodized aluminum is 100% recyclable.

Anodized aluminum is incorporated into the following Downing products:

- M-Wall® Modular Panel System Concealed Aluminum Frame
- M-Beam System Extruded Aluminum Profiles
- Unlimited® Folding Panel System Concealed Aluminum Frame
- Reflections® Portable Lightwall Concealed Aluminum Frame
- Original 8® Folding Frame System Aluminum Frame
- Zap® Banner-Stands Aluminum Canister & Pole

Approximately 98% of the metal we use in our products is anodized aluminum and the aluminum we purchase is made from 60% to 80% recycled aluminum (on average). Downing also recycles approximately 2,000 – 3,000 lbs. of scrap aluminum each year.

FABRIC

The fabric selection for the Downing Network® pop-up units and the Unlimited® folding panel system includes premium fabrics made from 100% post-consumer recycled plastic bottles. ECOSPUN® is a product of Foss Manufacturing Company, LLC and is a high quality polyester fiber. In 1993 EcoSpun was awarded the first annual Fashion Industry Award for Environmental Excellence by the United Nations Environmental Programme. They also received the White House Award from the President’s Council on Sustainable Development in 1996. Ten bottles equals one pound of fiber. One pop-up display with eight yards of fabric would keep eighty plastic bottles out of a landfill.

CORRUGATED & HONEYCOMB CORE

The packaging of a Downing product is very important, as the packing material is generally the most discarded aspect of a display. We purchase corrugated packing materials made from 50% recycled fibers (on average). Downing recycles scrap-corrugated material.

We incorporate a lightweight, honeycomb core material in our Unlimited® and Reflections® products. Honeycomb is made from 100% recycled material.

LAMINATE

At Downing Displays, we purchase environmentally friendly surfacing products from the major laminate manufacturers. All Formica, Pionite and Wilsonart high-pressure decorative laminates (HPDL), are certified by GreenGuard for indoor air quality under the GreenGuard standard for low emitting products. Downing recycles scrap laminate.

LUMBER

All plywood material purchased by Downing Displays is compliant with the U.S. Green Building Council Leadership in Energy & Environmental Design (LEED). The least green part of any custom exhibit is the wood used for general construction. The trees harvested come from forests that are already 80% destroyed. If our aluminum options are not the solution and wood construction is the answer, we utilize FSC (Forest Stewardship Council) certified lumber when economically feasible.

FLOORING

Downing partners with suppliers of eco-friendly carpet, padding and alternative flooring. EverStrand carpet is 100% post consumer recycled content from PET beverage bottles. Show Step padding is made in part with BiOH. BiOH polyols are an ingredient for flexible foam and are made from soybean oil. It is a zero landfill manufacturing process, the padding is 100% recyclable and it contains no PBDE (polybrominated diphenyl ethers). Cork is an alternative solid surface floor made from the renewable bark of cork oak trees.

PACKING & TRANSPORTATION

Shipping and transportation are commonly accepted as the least environmentally friendly aspect of the industry. According to the EPA, transportation is the largest end-source of CO₂, which is the most prevalent greenhouse gas. CO₂ emission from a gallon of diesel is equal to 22.2 pounds per gallon.¹

One standard, full-size M-Wall® panel weighs approximately 30 lbs., versus 50 lbs. for one full-size lumber box panel. Twenty M-Wall® panels can pack into one 92" lumber-shipping crate, versus eight box panels in one 92" lumber-shipping crate. The larger and heavier shipments emit more CO₂.

The H.W. Wilson Company owned a custom 30' x 70' exhibit constructed with large, heavy lumber box panels. Three tractor-trailers were required to ship this exhibit to one show. Downing Displays provided a custom designed 30' x 70' exhibit utilizing M-Wall® panels. The entire 30' x 70' Downing exhibit can be shipped in ¾ of one tractor-trailer.

¹ Source: Environmental Protection Agency

OUR PRODUCTS

Our portable and modular product lines are designed and engineered for use in multiple configurations and built to ensure a long lifespan. Lightweight, modular and portable displays are more efficient to ship, resulting in a smaller environmental impact.

M-Wall® Modular Panel System

- Concealed aluminum frame is made from recycled aluminum and is 100% recyclable at the end of use
- Interior is lightweight foam or honeycomb core, made from 100% recycled material
- Panels can be reconfigured, are durable and can be re-laminated for an extended lifespan
- Panels can be packed in lumber shipping crates, rolling cases or plastic tubs

Network® Pop-Up System

- Metal frame is recyclable and weighs less than 12 lbs.
- Fabric selection includes ECOSPUN® material
- A complete 10' display packs into one shipping case
- Lightweight and engineered for extended lifespan

Unlimited® Folding Panel System

- Concealed aluminum frame is made from recycled aluminum and is 100% recyclable at the end of use
- Interior is lightweight honeycomb core made from 100% recycled material
- Fabric selection includes ECOSPUN® material
- Lightweight and engineered for extended lifespan

Reflections® Portable Lightwall

- Concealed aluminum frame is made from recycled aluminum and is 100% recyclable at the end of use
- Interior is lightweight honeycomb core made from 100% recycled material
- A unit packs into one shipping case
- Lightweight and engineered for extended lifespan

Original 8® Folding Frame System

- Aluminum frame is made from recycled aluminum and is 100% recyclable at the end of use
- Stainless steel hinges
- Lightweight and engineered for extended lifespan

Zap® Banner-Stands

- Aluminum canister and pole is made from recycled aluminum and is 100% recyclable at the end of use
- Unit, graphic and fabric case weighs 13 lbs.
- Lightweight and engineered for extended lifespan

PARTNERSHIPS

Downing Displays has formed partnerships with material and service providers who enhance our products and services. We work with companies who promote the manufacture, sales and use of environmentally sustainable products and services.



AGAM Group, Ltd. provides us with the anodized aluminum extrusions used in the fabrication of our lightweight M-Wall® modular panel system and our M-Beam system.



Downing Displays is the exclusive provider in the U.S. for the Original 8® folding frame system and the Network® pop-up unit. Maxivit is a leader in environmentally designed, portable premium brand exhibits that offer efficiency, innovation and responsible material selection.



The Downing fabric selection for our Network® and Unlimited® products include choices from the ECOSPUN® line of premium fabrics, made from 100% post-consumer recycled plastic PET bottles.



All Downing portable displays and some modular displays can be shipped efficiently via FedEx by air or ground. FedEx strives to be an environmental leader in the transportation industry. They support the growth of sustainable energy sources, pollution reduction and are committed to renewable resources.

OUR GOALS

In our quest to reduce, reuse and recycle, Downing Displays is striving to set clear business-oriented sustainability goals. These goals will be a driving force for our future product development, design, fabrication and program management.

- Become better stewards of the environment
- Reduce the waste generated in the production and disposal of our products
- Reduce the impact from transportation of our products
- Incorporate environmental responsibilities and considerations into the business decision making process
- Improve the environmental profile of Downing's operations