



## **FREEMAN'S GREEN PHILOSOPHY**

**Freeman is committed to seeking ways to produce more environmentally-friendly events, and also actively engages in green practices within their own day-to-day operations. In addition, Freeman has and will partner with customers in a collaborative effort to help find ways to make their events more eco-friendly.**

## **GRASS ROOTS GREEN TEAMS**

As part of Freeman's overall cultural values, employee owners in 70 branch facilities across North America are actively involved in fulfilling our Green philosophy. Company activities are structured on a two-tier approach, with a Central Green Committee comprised of various corporate and national branch representatives, and local branch Green champions who lead Green Committee teams at their locations.

The Green team philosophy is to foster innovation and commitment from employee owners – grass root efforts from the field. This approach allows Green teams to be creative and take advantage of local opportunities.

The local committees test and feed successful innovations up to the Central committee, who in turn provides access and shared information to other offices for implementation. In addition, the Central committee establishes standard and best practices for company-wide eco-friendly practices.

## **IN OUR OFFICE ENVIRONMENTS**

### **RECYCLING USED PRODUCTS**

Through our national vendor partners, we have arranged for the responsible recycling of many of our office and business-related products in branch offices across North America, including:

- Paper
- Toner cartridges
- Printers
- Computers
- Cell Phones
- Copier machines
- Glass, aluminum cans and plastic (where service is available)

### **PURCHASING RECYCLED PRODUCTS**

Through national agreements with vendor partners, Freeman currently purchases over 200 different types of office supplies and other building supply materials that contain a minimum of 10% Post Consumer Recycled Content, or are classified as re-manufactured, non-toxic, and/or biodegradable. Some of the wide ranges of these products include:

- Copier and printer paper
- Office file folders
- Paper pads
- Shipping materials
- Envelopes

- Drinking cups and other break room supplies

## ENERGY EFFICIENCIES

In addition, we seek out green practices in new lease negotiations with building management, including recycling programs and energy-efficient construction and operations. For example, Freeman's corporate office recently moved into a facility with features such as climate-controlled window tinting and motion-sensor lighting fixtures throughout to minimize use of electricity; energy-efficient plumbing fixtures throughout the facility; and eco-friendly recycling practices in food preparation and waste reduction by the building's restaurant vendor (at Freeman's request).

## STANDARD EVENT PRODUCTION

### EXHIBITOR SERVICE MANUALS

- One of Freeman's largest inventories of printed materials, both 4-color and black and white, is due to the production of exhibitor service manuals. Continued enhancement of our online exhibitor services product, Freeman OnLine®, as well as increased customer acceptance of online service ordering, has resulted in its usage doubling each year for the past three years. Freeman strongly encourages show managers to provide show service ordering through Freeman OnLine® in lieu of printed paper service manuals, which greatly reduces the amount of paper and plastic products necessary to produce events.

During the past three years, Freeman has been successful in reducing the production of paper printed service manuals in half, eliminating an estimated 24 million sheets of paper, through the alternative use of electronic service manuals.

### CARPET AND RELATED PRODUCTS

- Freeman has created a unique manufacturing partnership resulting in the recycling of over 40 million square feet of used aisle carpet in the first two years. This very successful innovative industry program recycles used carpet into drainage pipe for septic systems, dramatically reducing land-fill waste, and assuring show managers that the massive quantities of carpet used at their events is not only "recyclable", but actually is recycled in quantities that have a true impact.

In addition, existing carpet recycling practices continue with higher-end custom carpet being recycled into use in residential applications, as well as for the manufacture of pet-related products.

- Carpet padding used by Freeman contains 100% recycled foam material, and Freeman also offers plastic carpet covering (visqueen) which contains between 50% and 75% recycled content.

### FURNISHINGS

- Freeman offers exhibitors the option of a cardboard-style wastebasket made of recycled natural products, instead of plastic wastebaskets. In addition, experimentation continues to find a suitable biodegradable product for table top covers and wastebasket liners, in lieu of plastic.

### ALUMINUM SYSTEM EQUIPMENT

- Freeman uses modular structural systems made of recycled aluminum, which can then be recycled and extruded back into new components after use if it is in its natural finish. Freeman has also recently found a recycler that can process this aluminum once it has been powder-coated (for color), and they in turn can recycle that aluminum for other uses. The volume of aluminum that is recycled into new components each year is well over 500,000 pounds.

### FABRICATION FACILITY RECYCLING

- Freeman's central fabrication facility not only recycles aluminum exhibit components, but also recycles the great majority of all steel metal waste components used in the construction of custom exhibits and other marketing environments.

### GRAPHICS PRODUCTION

- By producing graphics artwork on a special opaque material, they can be mounted on a substrate (such as PVC panel units) that has been used previously. In addition, Freeman is seeking to reduce the use of one-time substrate materials such as foam core overall in favor of re-useable materials.
- Freeman actively encourages show management to utilize graphics designs for public show areas that are more generic, so that the graphic panels can be stored and re-used from show to show. This can apply to a large amount of graphics design areas if considered in advance, including registration, aisle signs, offices, special show management exhibit areas, etc., and can effectively support the event's brand identity while greatly reducing waste after the event.
- At this time, Freeman is actively encouraging national manufacturers of large-format graphics production machines to develop eco-solvent ink products for future use. We are currently providing support for one of the largest such manufacturers in a beta-test program using experimental "green" solvent inks.

#### VEHICLE EMISSIONS AT SHOWS

- While subject to local facility operating codes for vehicles, Freeman is able to use over 70% LP natural gas (propane) fuel for forklifts, carts, and other vehicles as opposed to gasoline. The use of natural LP gas not only improves safety, but also lowers the overall toxicity of the air quality.

#### USE OF A/V PRESENTATION TECHNOLOGY

Through the audio visual services division of Freeman, many events can utilize A/V technology to communicate information instead of directional and agenda graphics signage, which also reduces waste. For example, digital plasma and LCD screens posted outside the meetings rooms can display the schedule and activities taking place in that room, and also can be changed quickly in case of last minute room re-assignments.

### **OPTIONAL OFFERINGS TO EVENT PRODUCERS & EXHIBITORS**

In addition to Freeman's standard green practices, we have partnered with specific event managers seeking new and innovative eco-friendly products and procedures not normally used in today's production stream for events. In these and other specific cases, Freeman has provided innovative ideas and optional production materials and techniques that can be offered on a selective basis, with great success.

#### **EVENT-SPECIFIC SUCCESS STORIES**

##### Natural Products Expo

Eco-friendly exhibit booth options as well as other innovative green practices were offered as part of an overall comprehensive program for the Natural Products Expo shows, produced by New Hope Media. The comprehensive approach to these events is only made possible by a full commitment from all parties involved, including show management, the exhibitors and attendees, as well as the service contractor and the facility.

The success thus far of the following products and practices used on these events, currently only available on a limited basis as special order, is encouraging. While they are currently often more expensive, require longer lead times to order, and are often only available in limited quantities, we are hopeful that, as demand increases, so will the mainstream production availability of these and other similar eco-friendly products and practices, which included:

- Biodegradable wastebasket liner bags and table-top covers. The biodegradable materials can be used as compost and replace typical Polyethylene materials.

- Muslin and other all-cotton drape for exhibit back wall and side rail drape. (Muslin is produced from cotton)
- Bamboo panel inserts for the modular systems, used to create entrance units, registration counters, exhibits, and show management offices. The bamboo panels are sustainable, as they have a growth cycle of less than 5 years, and are produced using low VOC (Volatile Organic Compound) glues and binders.
- Low VOC paints and stains that are derived from raw materials such as Casein Milk Solids, Lime, Clay and Cellulose are available as special ordered products.
- Banner material that has water-based components, and do not contain extractable heavy metals or carcinogenic and allergenic colorants.
- Environmentally-friendly exhibit packages, which are produced using the materials described above. This option provides exhibitors a complete environmentally-friendly exhibiting option.
- Freeman can often seek and coordinate arrangements to offer recycling containers for use by attendees and exhibitors to reduce the cost of waste produced by an event. This will involve partnerships between the facility, the show organizer, and the show site cleaning services team.

#### World of Concrete

For the 2008 World of Concrete Show in Las Vegas, show organizer Hanley Wood and Freeman partnered to provide a historic recycling of post-show materials--in total, Freeman was able to help Hanley Wood recycle 81% of all post-show waste collected at the World of Concrete, including over 4 tons of concrete.

#### McDonald's Worldwide Convention

For the 2008 McDonald's Worldwide Convention, Freeman designed, produced—and grew—a special exhibit area to educate over 15,000 franchise owners and managers from around the world about McDonald's sustainability practices and programs in their Supply Chain Management exhibit area. This exhibit was part of the corporate event that utilized over 750,000 sq ft of exhibit and general session space at the Orange County Convention Center (OCCC).

The 30,000 square foot Supply Chain exhibit contained real crops that had been grown for several months prior to the show, then carefully transported and re-planted live for the event. After the event, the crops were sent to a processing plant for mulch, and the OCCC salvaged the soil and mulch from the exhibit to use on their own facility grounds.

In addition, the exhibits were designed and constructed of eco-friendly materials, without losing any of the dramatic environmental appearance, including:

Sustainable harvested Plyboo for all counters and wood areas; cork composite flooring which is both renewable and manufactured in a green process; and Freeman recycled and recyclable aluminum structural components and furnishings that were returned to inventory for re-use.

This was just one of 70 exhibit areas where McDonald's and Freeman project managers worked together to include sustainable and eco-friendly production methods wherever possible, and also assigned "Green Zone" captains on move-out to coordinate salvage and recycling of products that had been identified during the event pre-planning stages.

#### Terex

When Terex asked Freeman to partner with them to create their massive 50,000 sq. foot outdoor exhibit at CONEXPO-CON/AGG 2008, part of the overall goal was to reduce the footprint created by the construction of one of the largest temporary exhibits created in the world. Freeman was able to successfully recycle over 127 tons of steel used in the construction, over 250 tons of gravel, over 95% of the carpet, and more than 1,200 linear

feet of modular exhibit wall panel systems used to construct offices inside the 3-story 20,000 square foot "office building" that housed over 400 Terex staff during the event.

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