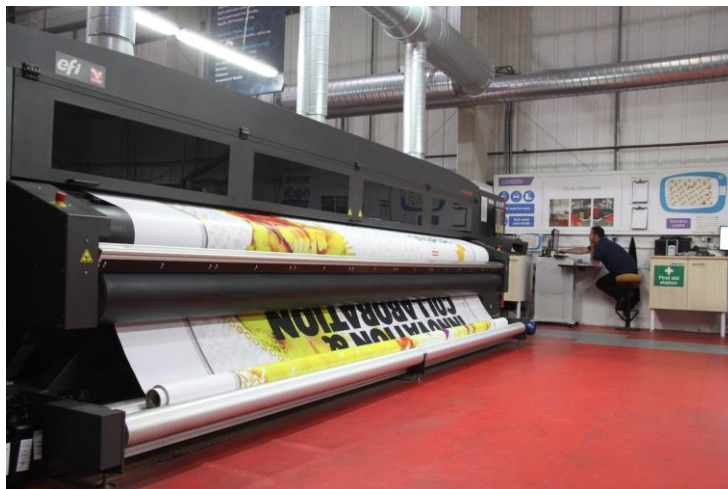




CASE STUDY



Investment has Monster impact on environment

Hollywood Monster invested in two new EFI VUTEk printers, gaining the ultimate in print quality performance, while scaling down the industry's carbon footprint, with the help of a Green Bridge Supply Chain Programme grant.

The £1.3 million investment in new greener printing technology will result in a reduction in the material the company sends to landfill by around one million sq/m over the next five years.

Hollywood Monster is leading the way in the signage industry by significantly altering its printing processes and impact on the environment. The EFI VUTEk 5r and VUTEk HS125 are the latest in high-quality UV LED printers for super-wide format graphics production.

Simon McKenzie, Managing Director at Hollywood Monster, says:

“This is a really big step, not just for us but the UK's printing industry. We're the first company in the UK to install the new VUTEK 5r. The incredible HS125 Pro, also LED, was installed six weeks later. Both printers have resulted in us being able to print on material that has less of an effect on the environment. It's also the first time that we have gone into mainstream production with the GREENGUARD Gold standard inks, which were recently rubber-stamped to go into schools and hospitals. Better than that, the change in printing materials means that we're saving over one million square metres of printed material having to go to landfill in the next five years,

because it can now be fully recycled – this helps reduce our customers’ and our own carbon footprint.”

This investment is part of Hollywood Monster’s ongoing dedication to innovation across the graphics and signage sector. The company was awarded £100k funding to support this environmental technology project from the European Regional Development Fund’s Business Growth Programme – a programme designed for SMEs ready to invest, grow and create jobs.

“Bringing these new printers into our factory is just the beginning – we want to change how the industry develops its own practices. We’re working with some of our big retail clients to change their material specifications so that we increase the amount of recyclable material used. We are also working closely with mills in Western Europe to look at switching all of our 400,000 square metres of production to fully recyclable materials by 2020. We’re dedicated to being green and our funding and investment really is just the start,” Simon concluded.

With headquarters in Tyseley, Birmingham, Hollywood Monster employs over 70 people and delivers work across the property, construction, retail, corporate, exhibition, décor, outdoor media, event, stadium, museum and theatrical sectors. Clients include Virgin Media, the NEC Group, Cineworld, McDonald’s, Westfield and Lego.

The project resulted in 10 new jobs being created.

For more information about the Business Growth Programme, visit www.birmingham.gov.uk/bgp

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The Business Growth Programme has received or is receiving up to £16.3m of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department of Communities and Local Government is the Managing Authority for European Regional Development Fund. Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://gov.uk/european-growth-fund>.