

Designing a tool to showcase the environmental impact of promotional products at Menez International B.V.

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Sustainability is becoming increasingly important for companies, but promotional materials are often overlooked when developing sustainable solutions. Menez aims to address this gap by helping its customers understand the environmental impact of these materials.

This study will answer the question: *What can be designed to effectively communicate the environmental impact of materials and increase awareness of material choices for Menez and their clients?* To answer this question, background research was conducted on Menez itself, its clients, and a comparable company. It became clear that Menez's clients are working on sustainability reporting in line with the new CSRD legislation. While Menez does not have direct influence over clients' material choices, it can inform them as thoroughly as possible.

The research focused on several key materials: *YUPOblue, Dibond, Forex, Banner 510, and poster paper.*

YUPOblue is a scratch- and tear-resistant material suitable for items like menu cards. Due to its composition, this material is water- and UV-resistant while maintaining the look and feel of paper.

Dibond is a sheet material used, for example, in tabletop displays. It consists of several layers: two outer layers of aluminium and a core made of polyester.

Forex is a similar sheet material but is more commonly used for indoor applications. It is made from foamed PVC, making it very lightweight.

Banner 510 is used for temporary applications such as festivals or events and is used as a banner. Poster paper is widely purchased and serves as an accessible marketing tool, often used in lightboxes, bus shelters, or on windows.

To gain a deeper understanding of these materials, interviews were held with the print companies Menez collaborates with. The chosen materials are the most frequently ordered from Menez and function as menu cards, sheet materials, banners, and posters. Similar materials were also explored and documented for comparison within each category.

As a solution to the research question, a card ring with materials is designed. This is a ring with different types of material divided into four categories: *menu cards, banners, sheet material and poster paper.* Within each category, two, three or four comparable materials were offered and researched. Each card is made of the relevant material and printed on the card are properties and data about the material.

By means of this product Menez can make clear to its customers what the environmental impact is of the material used. In addition, for some materials there can be more sustainable alternatives are offered. The product will stimulate sustainable choices or demonstrate that the most sustainable option is already being used.



Figure 1: Most-used materials



Figure 2: Final prototype