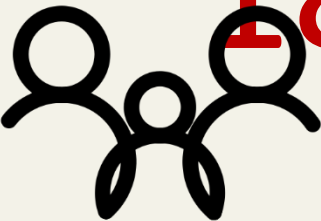


**Ball & Doggett**

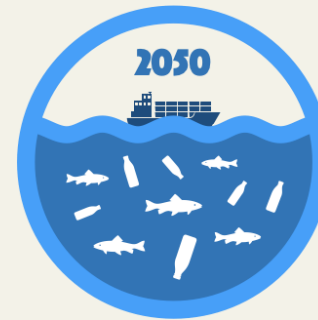
# There is NO planet B

 **18** It takes more than **GENERATIONS** for foam board to break down in the environment.

**12%** of the world's **PLASTIC WASTE** is incinerated, and only **9%** is recycled and in most case just once.



**PLASTIC** is harmful to our health and can have **CARCINOGENIC** effects over the long term. It may also cause mutations in human genes and cause infertility.



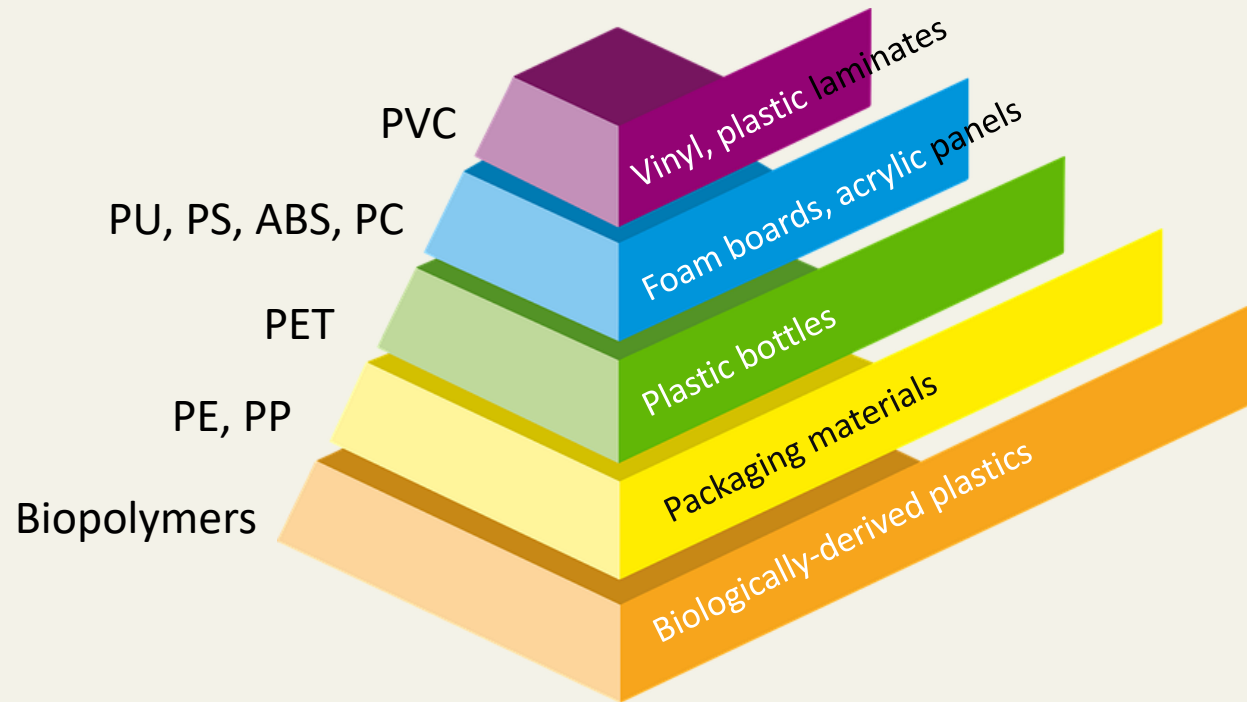
By **2050** experts predict there will be **3x** more plastics in the worlds oceans than fish

Manufacturing **2 TONS of PVC** requires as much energy as a typical two-person household consumes over the course of an entire year



# Natural materials instead of Plastic

Producing and disposing of synthetic materials such as PVC and foam board has a negative impact on the environment.



In contrast, SHARK SKIN OUTDOOR BOARDS protect the environment in the

- ✓ Sustainable production processes
- ✓ Natural, renewable resources
- ✓ Easy to recycle as standard waste paper



# SHARK SKIN OUTDOOR BOARD

Ball & Doggett's sustainable outdoor media and solution to plastic free; **Shark Skin Outdoor Board** is an Australian made board with a wet strength characteristic with a moisture resistant coating on the outside, allowing Shark Skin to keep its structural integrity outdoors, in all outdoor environments, for up to 12 weeks; suitable for indoor and outdoor use.

Great for short-term outdoor use and works very well for point of sale applications, displays and advertising. Being fibre-based, it is fully recyclable, durable and perform exceptionally well in challenging environments, for example where moisture and humidity are present.

It is pitched as the perfect alternatives for plastic substrates. With the war on waste, statistics like only 9% of the world's plastic waste is recycled and in most cases, just once, fibre based products like this are becoming increasingly in demand.



# SHARK SKIN OUTDOOR BOARD: ENVIRONMENTAL STORY

## SHARK SKIN OUTDOOR BOARD

- ✓ Made from renewable & sustainable fibre-based material
- ✓ The perfect recycling loop; once the product reaches the end of its life, it can be made into a new product
- ✓ Circular 'environmental' economy
- ✓ Shark Skin Outdoor Board takes approx. 1 year to break down in landfill → eco-friendly option, especially in countries that do not have recycling systems in place.

## PVC Signage

- ✚ Classified as hazardous waste for disposal purposes
- ✚ Costs money to send to landfill or incineration sites
- ✚ Harms the environment when sent to landfill, discarded in rivers or lakes, or incinerated (emissions)
- ✚ Foam boards take 450 years to break down in landfill sites



# SHARK SKIN OUTDOOR BOARD

- ✓ Manufactured in Australia (keeping locals in jobs). Made from natural wood and fibre construction therefore made from renewable and sustainable material
- ✓ Avoid oversea transport and material delays (fast ex stock turn around)
- ✓ Applications including: outdoor signage displays, POS/POP, Bollards, sandwich boards, posters, outdoor signage, display areas where climate condition is challenged.

## Printer Benefits

- ✓ A manufactured pulp board designed for digital printing on both sides (printable on a Latex and UV Inkjet technology).
- ✓ A premium substrate providing an excellent print quality due to high whiteness, high quality paper liner and unique product structure
- ✓ Ideal for cutting, folding on digital plotters, laser cutters, die cutters or on a guillotine
- ✓ Lightweight (easily transportable)
- ✓ Maintains structural and dimensional integrity Outdoor durability up to 12 weeks and water resistant
- ✓ No electrostatic charge or discharge

## Brand owner/Consumer Benefits

- ✓ Made from renewable & sustainable fibre-based material
- ✓ Pulp and paper factories use renewable energy
- ✓ Locally produced – no shipment delays
- ✓ Social & environmental responsible leaders
- ✓ Circular economy - encouraged reuse and recycling and pumping waste material back into the supply chain



# SHARK SKIN OUTDOOR BOARD



Brilliant print quality



Low weight



Printable on both sides



Excellent flatness makes it easy to process and use



Versatile converting options



Cheap and easy disposal



# Key Features & Benefits

## Features

- Manufactured in Australia
- Wood Pulp Core
- Dimensional stability
- Moisture resistant
- Water resistant (Outdoor)
- Paper based product

## Benefits

- Confidence
- Strength
- Stay Flat
- 3 month outdoor
- Disposable in any recycling centre/bin
- Keeping locals in jobs
- Fast turn around ex-stock









# Thank you.

[ballanddoggett.com.au](http://ballanddoggett.com.au)



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